

Modern Packaging



MARCH 1940

All-America Package Competition ★ Award Issue



I put the responsibility for new container ideas up to the people best suited for the job. That's the only way! It takes long study to develop container improvements. It takes skill and intense interest. American Can Company has all that—plus the ability to work hand in glove with us. That's why I've been their customer for years—and why I'm first with new container ideas!"



AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.

A 1939 All-America Award was Won in 1937



FOOD PACKAGES of McCormick & Co., Baltimore, were adjudged worthy of a major award in the Family Group classification of the 1939 All-America Package Competition, conducted by Modern Packaging. But the real story behind this award began some two years before. At that time McCormick decided that its various food products—marketed under different brand names—required a single distinctive trade mark to instantly identify all of them as members of the same family. They assumed . . . and rightly so . . . that by means of such a trade mark, consumer allegiance to one McCormick product might be transferred to other McCormick products. Accordingly, Jim Nash, prominent designer, was commissioned to redesign their packages and provide this necessary means of identification. From his skilful and ingenious efforts came the packages you view above—all featuring the commanding “Mc” trade mark which quickly and unmistakably links all McCormick packages. Thus, subsequent events have proved, when McCormick decided to provide positive relationship between its food products in 1937, it was at the same time establishing the Family Group destined to win one of packaging’s most coveted prizes—a major award in the 1939 All-America Competition. Lithographed Phoenix Metal Caps are used to seal the glass packages in the McCormick Family Group. Phoenix Metal Caps have long been identified with sales-winning and prize-winning packages.

PHOENIX METAL CAP CO.

CHICAGO, ILL. • BROOKLYN, N. Y.

Branch Offices: Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco and Los Angeles.

MODERN

Packaging

C. A. BRESKIN, *Publisher*

A. Q. MAISEL, *Editor*

VOLUME 13 • MARCH, 1940 • NUMBER 7

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Published the 1st of each month by Breskin Publishing Corporation, 122 East 42nd St., Chanin Building, New York, N. Y. Telephone Ashland 4-0655. Western office, 221 N. LaSalle St., Room 1338, Chicago, Ill. Telephone Randolph 6336. Publication office, Twentieth and Northampton Sts., Easton, Pa. Also publishers of Packaging Catalog, Modern Plastics, and sponsors of the Permanent Packaging Exhibit.

Subscription \$5.00 per year in United States. Canadian, \$5.00. Foreign, \$6.00. Copyright 1940 by Breskin Publishing Corporation. All rights reserved. Printed in U. S. A. Member of the Audit Bureau of Circulations. Acceptance under the Act of June 5, 1934, at Easton, Pa. Authorized October 7, 1936.

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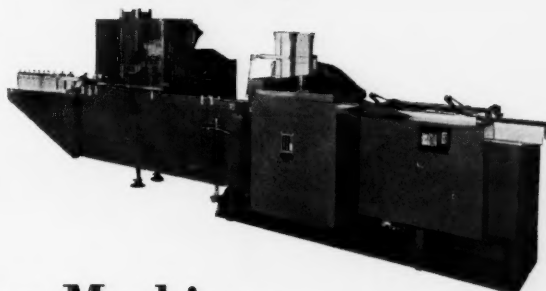
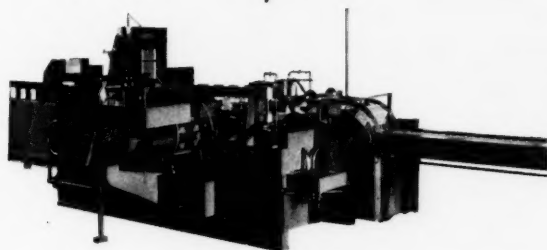


Next Month

Modern Packaging will inaugurate a new feature—the first of a series of periodic Surveys of Color and Design Trends in industry, fashion, in home decoration, store furnishings, etc. These industrial design tendencies will be correlated with color and style trends in the paper, set-up box and other fields of packaging to serve as a guide—particularly for the packager of seasonal merchandise—to the whims and vagaries of fashion and to the means which paper producers and other package-part suppliers devise to meet these changing style trends.



DOUBLE AWARD!



... for Redington Machines

We are proud, of course, of these two All-America Package awards. But we are prouder still to have been of service to The Pinkham Company and to Pond's. *Both* of these progressive manufacturers of packaged goods have *done much* to further the cause of modern packaging.

The efficient way in which Pinkham designed the plant's production line resulted in a *top award* for all the units in that line, including the Redington Continuous Loading Cartoning Machine.

Pond's believe in using *only the best ideas* in production and design, too . . . and the All-America award is additional recognition of this fact. Pond's Tissues have been cartoned on Redingtons for ten years and the cartons which figured in this award are turned out on the latest type Continuous Loading Cartoning Machine.

It's the *sixth* year Redington has been an All-America Package winner . . . 1932, 1935, 1936, 1937, 1938 and now in the 1939 Competition. Perhaps that experience can be of help on your own problems. It costs nothing to find out.

F. B. Redington Co. (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

PACKAGING MACHINES ★

for CARTONING • WRAPPING • SPECIAL PACKAGING

Again Gamse Labels **WIN HIGHEST AWARD**

In 1939 All-America Package Competition



The All-America Package Competition had 22,000 entries in 1938; it had 30,000 in 1939. Yet each year a label produced by GAMSE came out on top!

**IN 1938 IT WAS THE
"LORD CALVERT" WHISKEY
LABEL**

**IN 1939 IT WAS THE
McCORMICK "Mc" LABEL**

GAMSE labels identify and sell these and many others of America's outstanding packages. This proven label service is noted for combining sales appeal, beauty and economy.

Give your product the lift it deserves by letting a GAMSE label pilot it to a leading place in this year's package parade.

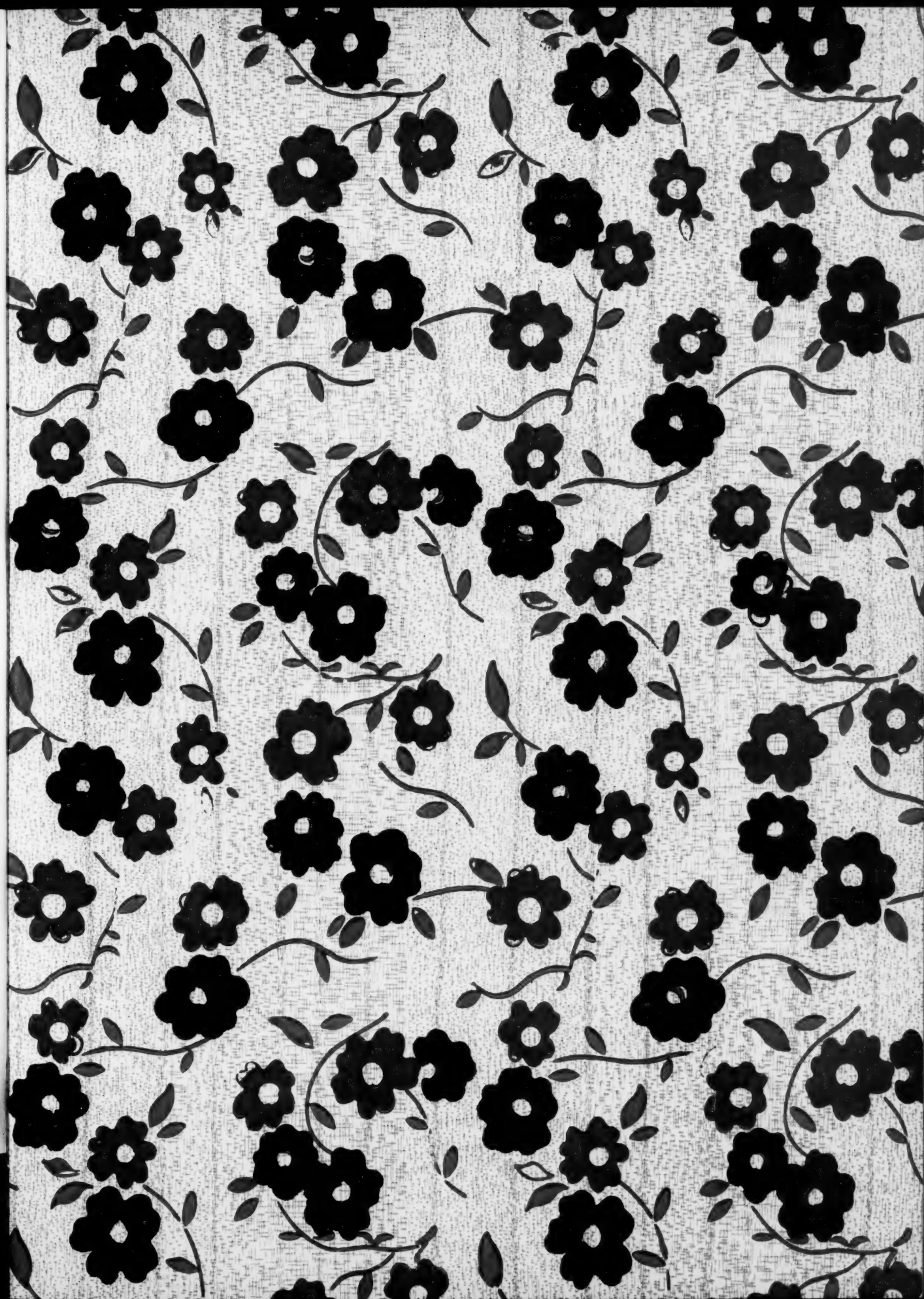
GAMSE LITHOGRAPHING CO.
INCORPORATED
Gamse Building = Baltimore Maryland

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Floral Woodgrain

493

This bright colonial paper meets a popular demand and is well suited for all types of boxes.

Sample work sheets will be mailed promptly as you may request. Why not try it out on your box?

HAMPDEN
GLAZED PAPER AND CARD COMPANY
Holyoke, Massachusetts

SALES REPRESENTATIVES

Chicago, Ill. — 500 So. Peoria St.

Philadelphia, Pa. — 412 Bourse Bld'g.

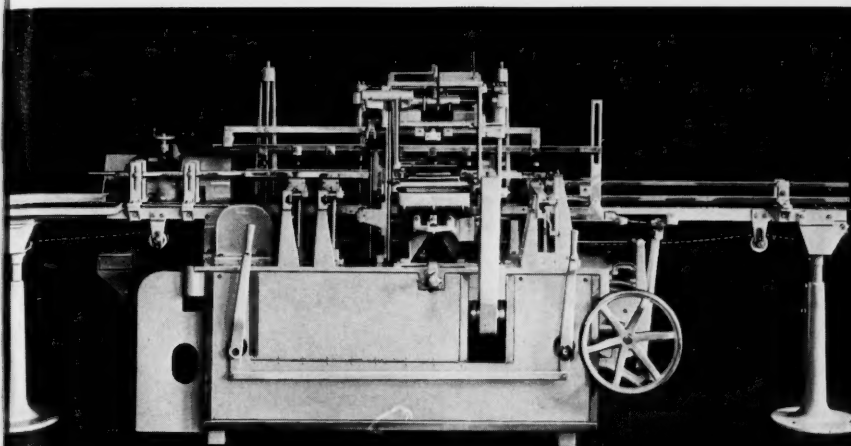
New York, N. Y. — 60 East 42nd St.

San Francisco, Calif. — 420 Market St.

Toronto, Canada — 137 Wellington St. West

Fred'k. Johnson & Co., Limited — 234, Upper Thames Street — London, E. C. 4, England

R. W. Davis — 335 Flinders Lane — Melbourne C 1, Australia



You can be
sure of the
BEST Labeling
in the **WORLD**

The Model HS WORLD Automatic Straightaway Labeler for quantity production of neatly labeled flat, square, round, oval or panel bottles, flasks or other packages. Bulletin HS-7 contains complete information. Let us mail you a copy.

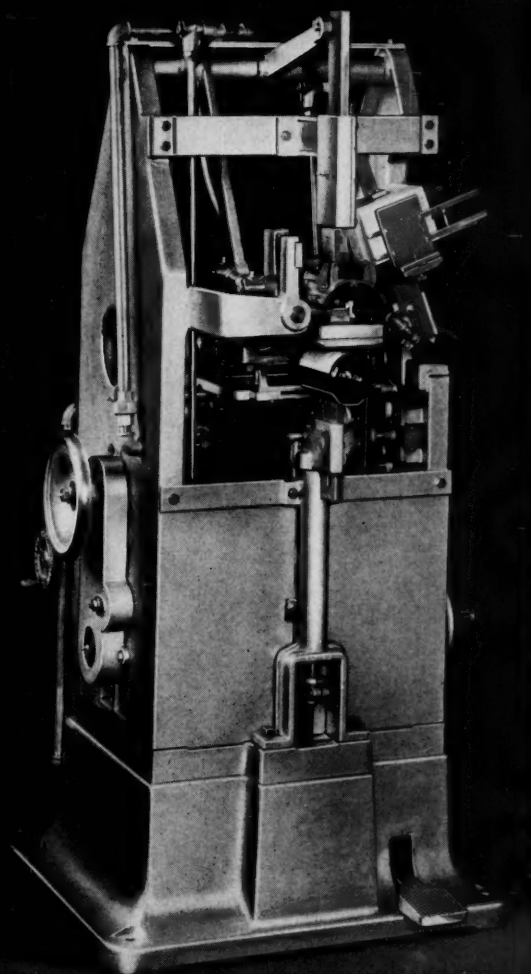
The Model HS WORLD Automatic Labeler is designed for rapid and precise application of front or front and back labels to containers of various sizes and shapes.

The newly developed Model CH WORLD Semi-Automatic Labeler is the last word in operating convenience, versatility and economy for applying single labels up to a rate of one per second.

See these 1940 Model WORLD Labelers at the Show. Compare them with those you're now using or any others, for design, workmanship and performance.

BOOTH No. 203
at the
Tenth Packaging Exposition

The Model CH WORLD Semi-Automatic Labeler applies labels from postage stamp size up to 4 x 5" to containers of every size and shape from ampoules up to 4" in diameter. An automatic locking device prevents the label from coming loose or coming off upon removal. Bulletin CH-7 gives you the whole story. Write for it.



ECONOMIC MACHINERY COMPANY

Builders of World Automatic and Semi-Automatic Labelers

Worcester, Massachusetts

NEW YORK BOSTON BALTIMORE PITTSBURGH CHICAGO PHILADELPHIA LOS ANGELES
SEATTLE PORTLAND LONDON MONTREAL WASHINGTON SAN FRANCISCO
VANCOUVER SYDNEY AUSTRALIA WELLINGTON NEW ZEALAND

***Gosh, are we in HOT WATER
since winning TOP AWARD
in the DISPLAY GROUP!***



*Don't laugh, but are we in trouble!
All our customers thought
THEIR Kayton displays were
prize winners—and who are WE
to disagree?*

Of course, we can't guarantee all our customers displays that will win Top Awards, but we can assure them of "1st prize for Increased Sales."

Naturally, it takes two to make a "brain-child"—and when those two are an alert



Winner of Top Award, in 9th All-America Competition, Display Group. Designed and manufactured by Robert Kayton Displays, for Johnson & Johnson

manufacturer and an experienced design organization,* an eye-arresting and sales-stimulating display inevitably results.

If you have a display problem—and if you know that "just another display" will not solve it—tell us your story, and let us re-tell it in a display that SELLS!



ROBERT KAYTON DISPLAYS, INC.

Manufacturers and Designers

127 W. 26th Street, New York

*We mean US.

It you prefer
POWDER...TRY
3 SIZES - 304A 354

COLGATE
RIBBON DENTAL CREAM

8349
MP6-2146-7
18900D.

COLGATE
RIBBON DENTAL CREAM

This carton made by
**NATIONAL FOLDING
BOX COMPANY**
which recommends
**HI-GLOSS
OVERPRINT VARNISH**

For **APPEARANCE** - An elastic, lustrous finish that enhances any printing job. . . . Paste flaps free for gluing. . . . It is highly transparent and non-penetrating on quality coated boxboards.

For **PROTECTION** - Will not crack with scoring, folding, or embossing. . . . Resists all rough treatment.

CHAFING

WATER

ALCOHOL

SOAP

ALKALI

GREASE

For **WORKABILITY** - Runs on type and litho presses like an ink. . . . The most economical protective coating.

HI GLOSS (Reg. U. S. Pat. Office) OVERPRINT VARNISH is standard in the trade and is made only by

POPE & GRAY, Inc.
FINE PRINTING AND
LITHOGRAPHIC INKS
95 MORTON ST., NEW YORK CITY

The Greatest Triumph

MAJOR AWARD

Transparent Wrap Division

Pickles packed in their own brine in a *Plio*film bag contained in a carton



MAJOR AWARD

Transparent Wrap Division

Buttons packaged on a card without hand-sewing by laminating with *Plio*film



WINNER of all three Major Awards in the Transparent Wrap Division — winner of First Award in the Opaque Wrap Division in the 1939 All-America Package Competition — *Plio*film has received the greatest tribute ever paid to a packaging material. Never before has any wrap made a clean sweep in its class!

These four prize-winning packages illustrate in only limited degree the great versatility

and adaptability of *Plio*film. Its resistance to moisture in any form from vapor to liquids — its simple heat-welded hermetic

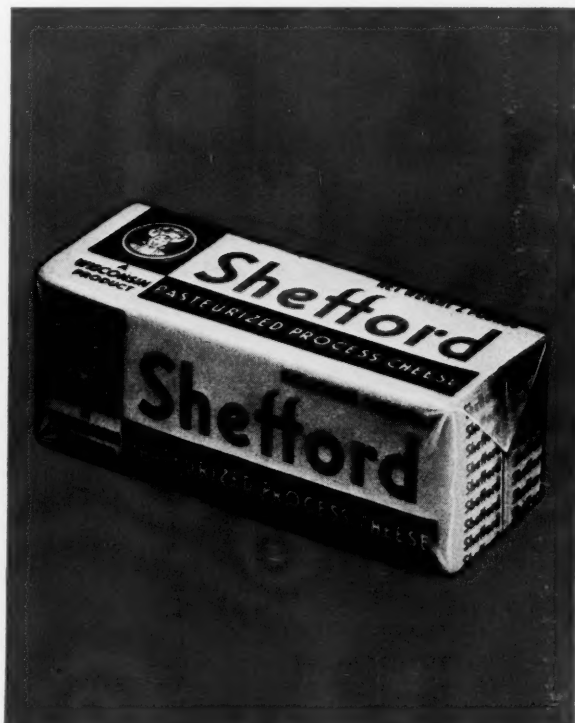


in Packaging History

MAJOR AWARD

Transparent Wrap Division

Cheese gets "eye-appeal" in this hermetically-sealed moisture-proof *Pliofilm* wrap



MAJOR AWARD

Opaque Wrap Division

Coffee keeps vacuum-fresh in this airtight *Pliofilm*-lined bag



seal—plus its numerous other exclusive advantages—is revolutionizing the packaging of many types of products. Read the complete story on the following page.

The best things come sealed in
GOOD YEAR

Pliofilm—T.M. The Goodyear Tire & Rubber Company

Pliofilm

MARCH • 1940

9



HOW YOUR PACKAGING CAN BE STEPPED UP TO PRIZE-WINNING EFFICIENCY WITH *Plio*film

No matter what type of product you are packaging, or what kind of package you are now using, it will pay you to investigate Plio film—not only from the standpoint of economy, but also that of superior appearance and protection.

Its wide range of possibilities is indicated by the following characteristics which you will not find combined in any other transparent sheet packaging material:

ACIDPROOF	MOISTURE-VAPORPROOF	TASTELESS
AIRPROOF	MOLDPROOF	TEAR-RESISTANT
ALKALIPROOF	NON-EXPLOSIVE	VACUUM-SEALABLE
DIMENSIONAL STABILITY (through entire humidity range)	NO FIRE HAZARD	VERMINPROOF
DURABILITY	OILPROOF	WATERPROOF
GREASEPROOF	PLIABLE	MADE IN ALL COLORS (both transparent and opaque)
HEAT-SEALABLE (thermetic weld)	PRINTABLE	
HANDLES IN HIGH-SPEED MACHINES	PUNCTURE-RESISTANT	
IMPERVIOUS TO HEAT AND COLD	SEALED BY ADHESIVES, HEAT SOLVENTS OR SEWING	

We invite you to send us your product for a demonstration of how your particular packaging problem can be better handled with Plio film. Address: Plio film Sales Department, Goodyear, Akron, Ohio.

THE GREATEST NAME IN RUBBER
GOODYEAR

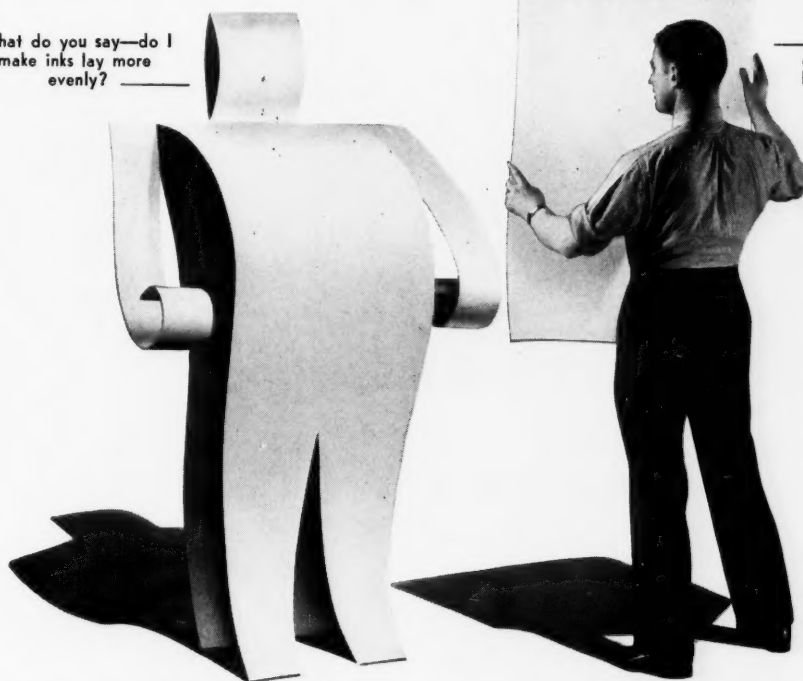
Plio film—T. M. The Goodyear Tire & Rubber Company



FOR AN *Eye Opener*

LET US SEND YOU 20 SHEETS OF LITHWITE

What do you say—do I
make inks lay more
evenly? —



—You're right, Lithwite,
and your whiteness sure
brings out the brilliance
of the colors.

Feed them into the press at the end of a run...and
take a look at the brighter, crisper difference!

TAKE a few minutes to make a "show-me" test with Lithwite—see for yourself that this smoother, whiter board really gives printing plates and inks a better chance to do a job. And in a split second you will see why you can deliver more colorful, more salable cartons and displays with this quality board.

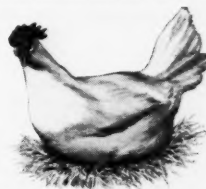
Lithwite's smooth, hard surface takes inks more brilliantly, with less absorption. Lithwite folds better—seals quicker and easier, too. And because every run of Lithwite is made according to

Gardner-Richardson's engineered-precision standards, the color, caliper and printing surface is always uniform.

Write for 20 sheets of Lithwite today—or 50, if you want them. Test them. You'll find this whiter, more economical Lithwite an eye-opener!

HAVE YOU A BOARD PROBLEM? If we do not have just the board you need, Gardner-Richardson's technical staff will gladly work out one that will meet your specifications. No obligation, of course. Write today.

WHITER...LAYS BETTER!



Lithwite's smooth, hard surface cuts make-ready costs. Inks lay better, print more brilliantly—go farther. Fine screen halftones, Ben Days and the smallest type come up clean as a whistle.



THE GARDNER-RICHARDSON Co.

MANUFACTURERS OF BOXBOARD
MIDDLETOWN, OHIO

Sales Representatives in Principal Cities: Philadelphia • Cleveland • Chicago • St. Louis • New York • Boston • Pittsburgh • Detroit

MARCH • 1940 11

**IF YOU
EXPECT FOLKS
TO USE MORE
HAND SOAP...**

**WHY ANCHOR HOCKING
CAN SERVE YOU BETTER!**

At Anchor Hocking, you will find a service organization thoroughly reliable and capable of handling your complete package requirements from container, to closure to carton—including sealing equipment. You deal with one dependable source of supply and benefit by the many advantages this offers.

Backed by years of experience, Anchor Hocking designers, engineers, research and laboratory technicians are ready to assist you with the proper handling, preparation, packing and sealing of your product. All the facilities and services of our organization are yours without obligation. Give Anchor Hocking **COMPLETE RESPONSIBILITY** and you'll be completely satisfied.



Here is
package
Anchor H
sided gla
smart .
An



**PACK IN GLASS
FOR GREATER SALES
AND PROFITS!**

ANCHOR
-an unbeatable company

... **MAKE YOUR
PACKAGE MORE
ATTRACTIVE
MORE
CONVENIENT** ...



● Volume sales are just as important for hand soap profits as they are with hundreds of other items sold to the consumer. When your hand soap is hidden in garages . . . buried in cellars . . . or lost in dark cupboards, you can't expect volume and fast turnover. But, dress up your product in this attractive glass package, add a dash of modern merchandising, and you'll find sales increasing—you'll find it handy, being used more in thousands of kitchens and bathrooms.

What are the practical and merchandising advantages of Glass? That's easy. With the Glass package, there's . . . no rust or corrosion . . . no drying out with the efficient Anchor Amerseal Cap—a convenient cap that may be easily removed and resealed with a simple quarter-turn. As to merchandising, well, Glass offers the highest possible "eye appeal." And with Glass, your hand

soap may be distinctively colored for quick identification.

Yes, you can use this sales-getting, Anchor Hocking Glass Package to build up your hand soap business—take it from the "hidden" to "handy" class—from competitive, slow-moving to quick, profitable turnover.

Anchor Hocking offers you its complete facilities. Experts on every phase of packaging—designers, research technicians and engineers are ready to assist you with the entire packaging problem—from container, to closure to carton. We've a definite merchandising story for hand soap manufacturers. How about a few minutes of your time to tell it? No obligation, of course.

ANCHOR HOCKING GLASS CORPORATION
Lancaster, Ohio

Closure Division:
ANCHOR CAP & CLOSURE CORPORATION
Long Island City, N. Y. and Toronto, Canada

Here is the hand soap package recommended by Anchor Hocking—a straight-sided glass container with a smart . . . practical Anchor Amerseal Cap.

Hocking
combination





The McCormick Cartons
WHICH WON
TOP AWARD
in the Family Group

WERE MADE BY

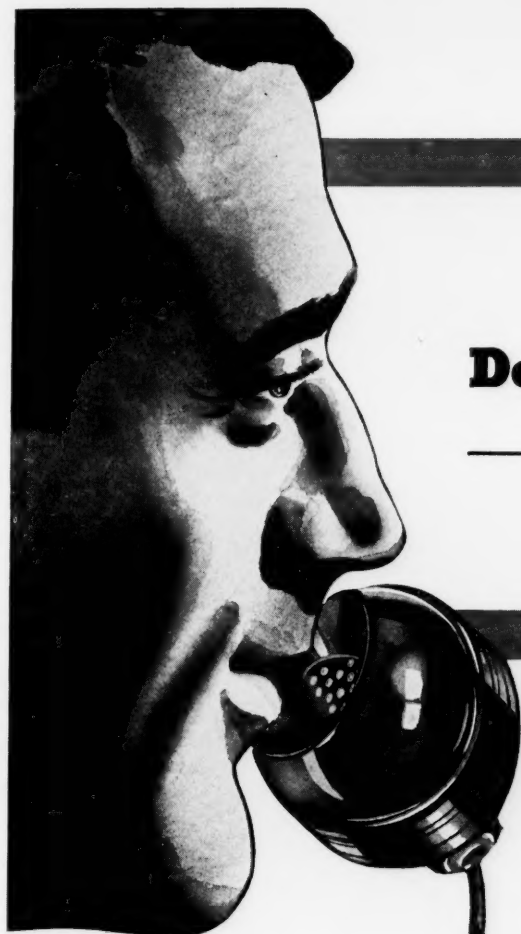
Guilford

Guilford congratulates McCormick & Company on the outstanding excellence of their designs in these consistent family groups. Guilford is proud, indeed, to have been selected to supply these cartons.

We offer complete, modern manufacturing facilities for cartons, packages and displays. If you have a packaging problem, we'll be glad to show you how very helpful Guilford Service can be.

THE GUILFORD FOLDING BOX CO.
BALTIMORE, MARYLAND

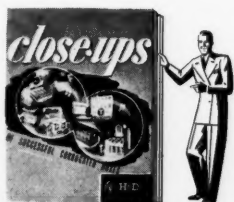




Dealers Are Talking!

Customers are Buying from the Shipping Box that is also a Counter Display . . .

Dealers like the "H & D DUPLEX," a shipping box that opens quickly and easily into an attractive counter display. They're talking, yes, and they're saying it with orders, too. Merchandise moves quickly when it's displayed in the Duplex. Dealers order, and re-order, and increase the size of each order. The H & D representative has plenty of proof. And he'll help you work out a practical application of the Duplex box for your product. Write or phone today.



Send for Your Copy • It's Free



DEALERS USE IT

Better See H & D
... AUTHORITY ON PACKAGING

HINDE & DAUCH • Executive Offices, 4014 Decatur St., SANDUSKY, OHIO
Factories in Principal Cities • Canadian Address: Toronto, Ontario

MARCH • 1940 15



WHY MUSTEROLE IS R-O SEALED

Musterole uses R-O Seals for two reasons: They seal the product most securely. And the sealing operation is trouble-free. You can't find two better reasons for using a seal.

Other closures have been tried by Musterole. But none gives as hermetic a seal as the R-O. It tightly confines the volatile ingredients, oil of mustard, camphor and menthol. And keeps the fatty base from getting rancid.

Ever since installed, 12 years ago, the Alseco Sealing machines have worked smoothly and dependably. Never a serious breakdown. Never a day lost for major repairs. Peak production goes through routinely.

Not the cheapest, not the swankiest, but the soundest seal for drug and cosmetic products. That's the Alseco R-O!

AT YOUR SERVICE: 26
YEARS OF EXPERIENCE
BUILDING QUALITY
SEALS AND SEALING
MACHINES TO FIT THE
NEEDS OF THE USER



FOR SAMPLES AND
PRICES OF ALSECO
SEALS, WRITE ALUMI-
NUM SEAL COMPANY,
1345 THIRD AVE., NEW
KENSINGTON, PENNA.

STECHE- TRAUNG

Repeats

AWARDED

Bonnie Brand
and Beech Nut Brand

1938
1939 TOP LABEL HONORS

FOR STORY BOOK BRAND LABELS PRODUCED FOR KEMCO PRODUCTS CO., KOKOMO, INDIANA

© 1939 BY KEMCO PRODUCTS CO.



Sing a song of cream soups,
We've made these extra fine,
Keep them in the cupboard,
To serve when youngsters dine.

Call them by their story name,
Then youngsters will delight
In eating foods so good for them,
At meal time, noon and night!

SIX DELICIOUS STORY BOOK SOUPS

Little Red Riding Hood Cream of Tomato . Peter Rabbit
Cream of Carrot . Tom Thumb Cream of Pea . The Three
Bears Cream of Vegetable . The Three Little Pigs Cream
of Celery . Jack the Giant Killer Cream of Spinach.

All well-balanced, highly nutri-
tious soups, especially prepared
for growing children.

Flash pasteurized (not open ket-
tle cooked) for maximum retention
of nutritive and vitamin values.
Mildly salted. No spices—no pre-
servatives—no artificial coloring
added.

TO SERVE: Stir and heat without boiling. If thinner consistency is
desired, add milk or water. For adults, salt may be added to taste.

Good source of all vitamin B fac-
tors natural to yeast and wheat
germ. Also contain phosphorus,
calcium, iron.

Butter fat content equal to that of
whole milk.

Protected in enamel-lined cans.
Recommended for convalescent
adults.

STORY BOOK BRAND



"Peter Rabbit"

CREAM OF CARROT SOUP FOR CHILDREN

CONTENTS
10 FLUID OZ.

CREAM OF CARROT SOUP

Ingredients:

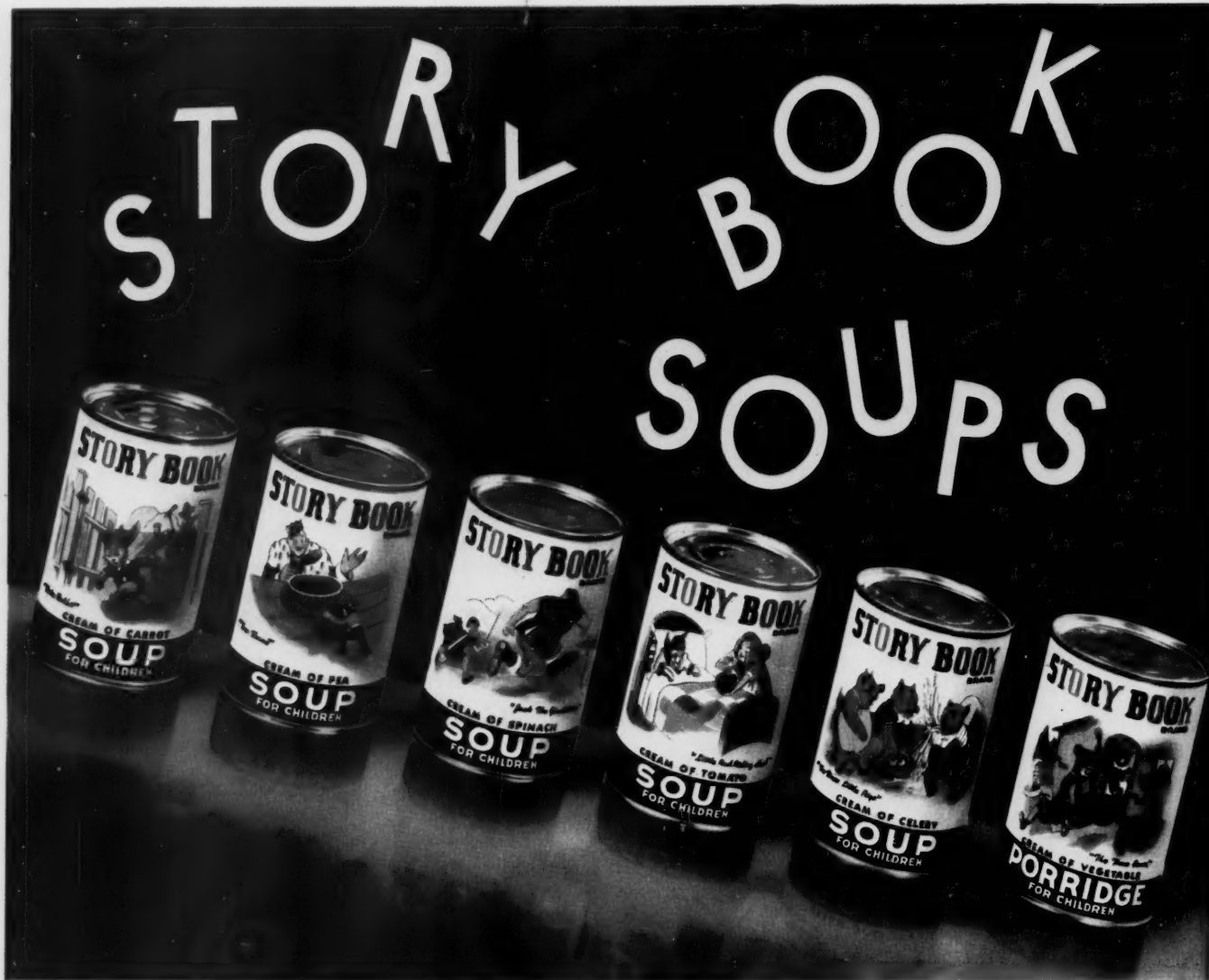
Carrots, fresh cream, defatted
wheat germ, oatmeal, butter, salt,
yeast, onion.

KEMCO PRODUCTS CO.
KOKOMO, INDIANA
U. S. A.

DESIGNED, ENGRAVED AND LITHOGRAPHED BY STECHER-TRAUNG LITHOGRAPH CORPORATION...

See next Page.

Kemco Products Company, Kokomo, Indiana introduce six new Soups for growing Children with a different Story Book picture appeal on each variety.



STECHE-TRAUNG *Creates the Unusual*

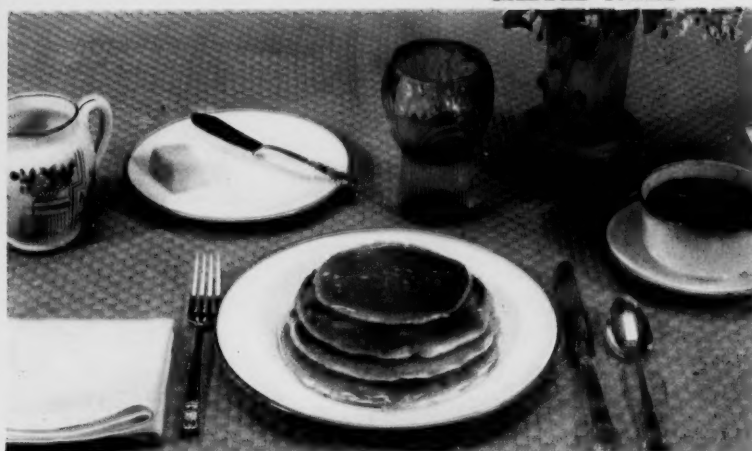
- These highly unusual STORY BOOK labels for children's canned food were created for Kemco Products Company, winning TOP AWARD for this company in the labels and seals group of the 9th All-America Competition.
- A new approach to the mother is employed, using the children's imaginations to create pleasant associations between stories and different varieties of soup.
- For example, many children dislike spinach or any dish with spinach in it. But when the mother and child call this soup by its STORY BOOK name, "Jack, the Giant Killer" soup, it takes on a pleasant flavor in the mind of the child. The same holds true in greater or lesser degree for the other items in the line.
- This is only one example of Stecher-Traung prize-winning creation in labels. Other examples, and other winners, will follow.

STECHER-TRAUNG *now offers* PICTORIAL VIGNETTES

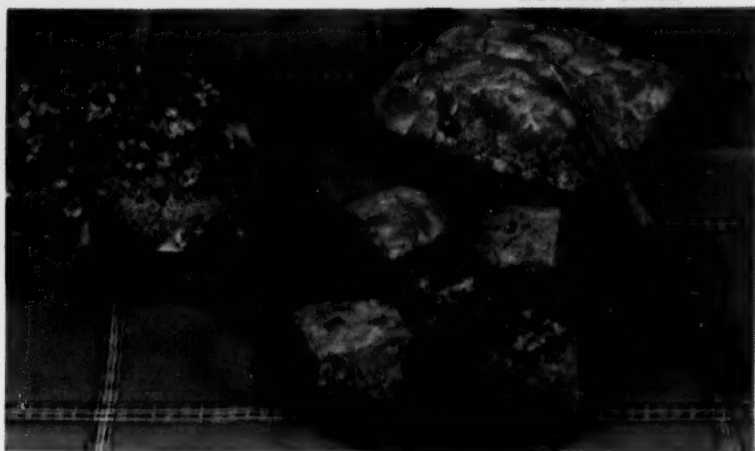
COOKIES AND FUDGE



GRIDDLE CAKES



COFFEE CAKE




Pictorial Recipes

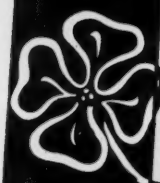
Put new Appetite
appeal into your
Labels, Wraps and
Cartons thru
palate-teasing
illustrations , , , ,
, , , , posed and
photographed in
our studios.

Creators
of the unusual in
Sales Producing
LABELS

ILLUSTRATIONS:
COURTESY OF
MALTEX CO.

AND AS A FURTHER HELP  OVER

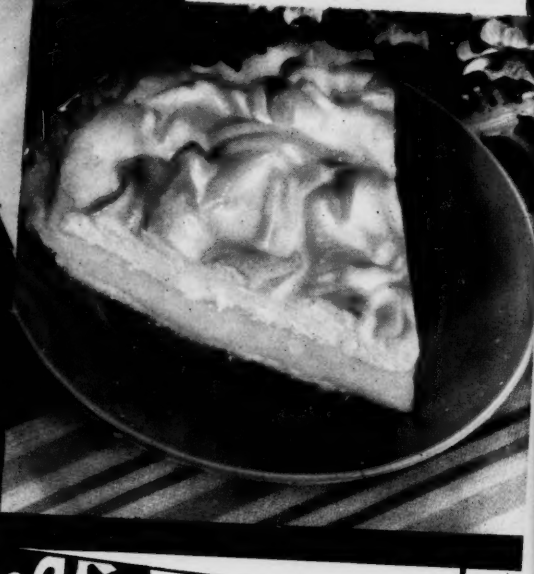
STECHER-TRAUNG
Salers
 THE
 ADVERTISING FOLDER



**GOOD
 LUCK**
*Desserts
 and
 PREPARED
 Pie Crust*



*They Speak
 for
 THEMSELVES*



Complete Service

ON PACKAGE INSERTS, FOLDERS,
 CIRCULARS, BOOKLETS

Produced in skilled multi-color
 reproduction to attract favorable
 attention to your products, help to
 increase your sales.

One of the most economical and
 most profitable methods of adver-
 tising your product.

Salers

WILL BENEFIT YOUR BUSINESS



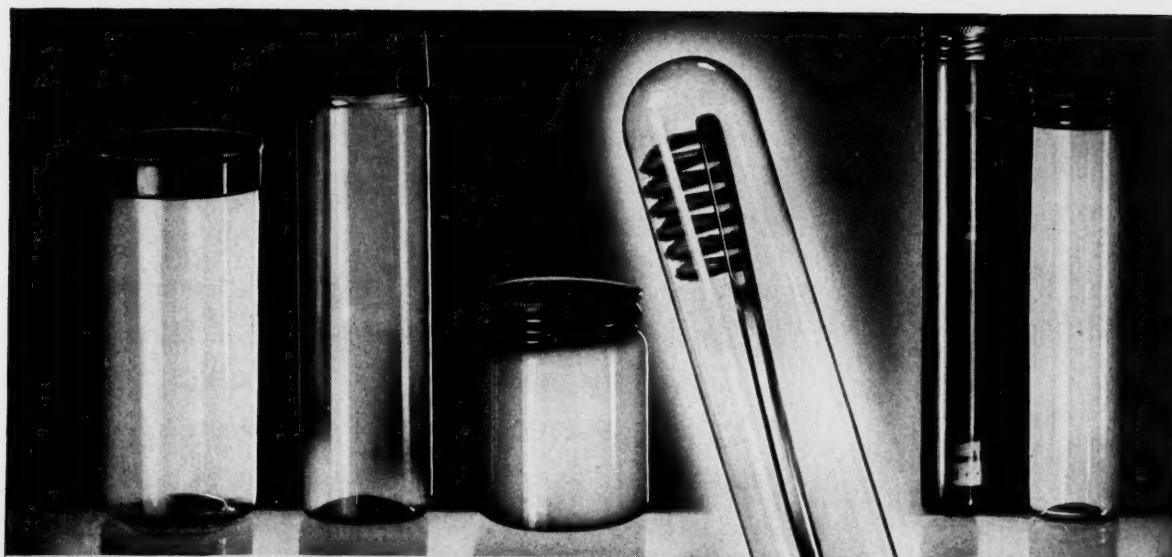
SAN FRANCISCO, CAL.

ROCHESTER, N.Y.

SALES OFFICES
 BALTIMORE
 BOSTON
 COLUMBUS
 CHICAGO
 FRESNO
 LOS ANGELES
 MACON
 NEW YORK



SALES OFFICES
 OCONOMOWOC
 PORTLAND
 ROCHESTER
 SACRAMENTO
 ST. LOUIS
 HARLINGEN
 SAN FRANCISCO
 SEATTLE



YOUR PRODUCT MUST PUT ITS

Best Foot Forward

IN TODAY'S

HIGHLY COMPETITIVE MARKETS

HYCOLOID • NEOCELL
CLEARSITE

If you could be behind the counter of every store that sells your product, your sales worries would be over. But you can't! Once it leaves your plant your product must sell *itself* except for the help you give it through packaging, advertising and display.

Hygienic Containers are the next thing to personal salesmanship. **BEAUTIFUL**—they command attention on shelf or counter. **UNBREAKABLE**—they insure your product during shipment, sale and use. **LIGHT-WEIGHT**—(80% lighter than glass) they save on every shipment. They give eye-appeal to any product

through **Color** (any color or color combination is possible), through **Transparency** (visual selling), or **Opacity** (you can print right on the package without extra label).

We have added "silent salesmanship" through packaging to hundreds of products for dozens of companies. We can do the same for you. Just tell us what it is and we'll package it for modern selling in a Hygienic Tube, Vial or Container of Hycoloid or Clearsite. Samples and all particulars are available to you — just drop us a line, on your letterhead, please.

Hygienic **TUBE & CONTAINER CORP.**

EXECUTIVE OFFICES AND FACTORY: 46 AVENUE L, NEWARK, N. J.
N. Y. Sales Office: 626 Fifth Avenue, New York, Tel: CI 6-2425

MARCH • 1940 21

For 2 Successive Years

Once again-

our creative talent has achieved highest recognition in the All-America Package Competition; and, quite noteworthy, our **SECOND SUCCESSIVE TOP AWARD** is won for our creation of the package for a Wilson Sporting Goods Company product.

How gratifying it is, therefore, to realize that a group of qualified judges has selected, from over thirty thousand outstanding packaging specimens, **THIS EXAMPLE** in the **FOLDING CARTONS GROUP** which merited **TOP HONORS!**

ACE WINS TOP AWARD 1939



● 3-ball sale stimulator

● Easy break-apart construction (Pat. Pending)

● Perfect consumer appeal thru positive protection of merchandise

● Unique in construction, utility, and appeal

● Smart, brilliant, modern self-display container

● Outer sleeve (not shown here), offers further protection and merchandising value



ACE CARTON CORPORATION • 2540 South 50th Av., CICERO, ILLINOIS

Phone: Crawford 0111 • Creators of Folding Paper Cartons, Folding Displays and Display-Containers

... Judges* have agreed! 1938-1939 ALL-AMERICA PACKAGE COMPETITION

We are proud—and *justly* so—to be thus represented in top honor for *the second successive year*.

It has *always* been, and shall *ever* be the devout policy of ACE CARTON CORPORATION to strive to attain for our clients that high degree of *fine creative craftsmanship* which returns a compliment of judgment and confidence.

May we assist you with any of your folding carton problems? A request, outlining your requirements, will receive conscientious attention.

ALL CREDIT

WHERE CREDIT IS DUE

Orchids to the **USERS** of our top-award cartons — for, after all, it is **THEY** who recognize a winner in advance, and back up such recognition with enthusiastic "dollars-and-sense" purchases.

ACE WON TOP AWARD 1938



ACE IS REPRESENTED

IN A WINNER

The winner of TOP AWARD in Set-up Paper Boxes Group, 1939 Competition, THE McKESSON MENS' SET contains, among its other units, CALOX TOOTH POWDER, the carton for which was printed by ACE CARTON CORPORATION.

Congratulations to The McKesson Organization!



The creation of a successful package is not just an *ordinary* procedure. To possess highest functional value, a package must do *more* than carry merchandise—it must transform itself and its merchandise into good, hard, profitable cash!

By the employment of thorough merchandising analysis, based upon common sense, from conception up to final production, packages can be made to do a *better* job.

We firmly believe our creations do a better job because we *follow* that principle. **BUT—**let us **PROVE** it to you!

This imprint on a folding carton or display signifies sincerity and achievement in thought and craftsmanship



ACE CARTON CORPORATION • 2540 South 50th Av., CICERO, ILLINOIS

Phone: Crawford 0111 • Creators of Folding Paper Cartons, Folding Displays and Display-Containers



1934



1935



1938

All America

The only Heavy Duty Multiwall Paper Bags to win the All-America Award in any year since the inception of the All-America Packaging Competition were BAGPAK BAGS. As further evidence of the adaptability and economy of THE BAGPAK METHOD, let this partial list of the social register of United States Industry speak.



Coconut
Importer

—"our trade took to these bags immediately, principally because of their low tare . . . the clean condition of the material and because the empty bags present no problem of disposal."



Chemical
Manufacturer

—"our hygroscopic chemicals reach our customers in a clean, free-flowing condition in these moisture - proof bags . . . no deterioration."



Fertilizer
Manufacturer

—"that All - Weather Kraft sheet on the outside does it . . . after laying in the field subjected to alternate freeze and thaw, rain and snow, we opened these bags and found the material dry and free-flowing . . . working perfectly in the drill."



Food Stuff
Manufacturer

—"we find the sealed Cushion Stitch closure on your bags is the only one that will effectually stop sifting—no dirt penetration . . . material arrives in customer's hands in a clean, sanitary condition."

One Man Package Easy to Handle



TRADE MARK
REG. U. S. PAT. OFF. *

THE BAGPAK METHOD comprises a combination of tough, strong 100 pound paper bags and modern, efficient packaging equipment . . . offering the maximum in protective packaging, plus a complete bulk packaging service. We invite your inquiry.

BAGPAK *

INC

220 East 42nd Street

New York City



IS GOING INTO PACKAGES

See ETHOFOIL* at the 10th Annual Packaging Show—and you'll see the last word in modern product packaging.

ETHOFOIL (Dow Ethylcellulose Film)—Dow's new packaging material—alone offers this outstanding combination of features essential to perfect product packaging.

● **DIMENSIONAL STABILITY**—Moisture can't warp or otherwise affect an ETHOFOIL container—can't wrinkle or tear loose an ETHOFOIL package window.

● **STABLE TO LIGHT AND AGING**—ETHOFOIL is unaffected by long exposure to light and retains its flexibility with age.

● **LOW TEMPERATURE FLEXIBILITY**—ETHOFOIL never becomes brittle—even at very low temperatures.

● **EASY TO FABRICATE**—ETHOFOIL fabrication costs are low. Fabrication can be accomplished by drawing or by the use of adhesives.

● **EASY TO PRINT**—ETHOFOIL is first among synthetic sheets for easy printability. To judge the printing qualities of ETHOFOIL, examine the unprotected ink surfaces on these two pages printed without the use of slipsheets.

THE DOW CHEMICAL COMPANY

1730 East Main Street

Midland, Michigan

Branch Sales Offices: 30 Rockefeller Plaza, New York City; Second and Madison Streets, St. Louis; Field Building, Chicago; 9 Main Street, San Francisco; 4151 Bandini Blvd., Los Angeles.

*Trade Mark Reg. U. S. Pat. Off.

ETHOFOIL MAKES ITS DEBUT

at the

10th Annual Packaging Show

Booth 807 • Hotel Astor • March 26-29





Pep



• WR
ew Hel

Pepsodent pulls PROFITS—from its CEILING!



YOUR product handling problem may—or may not—be as great as Pepsodent's.

There—the mixing and packaging of the four popular dentifrices is relatively simple. Pepsodent's biggest problem was handling!

So Pepsodent executives wisely demanded "scientific planning." Cooperating with our conveyor engineers, a combination of Belt Conveyors, Gravity Roller Conveyors, Spiral Chutes, and Slides was designed to economically and efficiently solve the problem!

In this "endless stream" handling system, three 175-ft. Belt Conveyors serve the receiving and storage areas. Feeding the production lines are 39 overhead Belt Conveyors, and there are special conveyors to handle bottles for the four antiseptic lines.

Double Use of Overhead Space

Outstanding are the space-saving Overhead Belt Conveyors (two shown above) that rise at once from working level to the ceiling and travel to packaging tables. These double-purpose conveyors used as storage banks under the ceiling, save 25% to 30% of the floor area!

Two men with flow charts are able to keep this plant supplied with every requirement.

May We Help YOU?

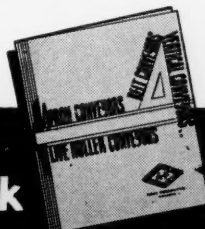
Important to you is a satisfactory solution to your problem. Let Alvey-Ferguson Engineers suggest the answer. There is no obligation for our advice, backed by 40 years of experience.

Write today to the Alvey-Ferguson Company
500 Disney Street, Cincinnati, Ohio.

95% TO 30% OF
THE FLOOR
SPACE WAS
SAVED!



•WRITE for This
New Helpful Free Book



ALVEY-FERGUSON



Smart New FIBRE and TRANSPARENT Packages



1. SPARKLING TRANSPARENT PACKAGES

Glistening, crystal-clear acetate sales-containers by Cleveland Container lead the field in ingenuity, beauty, and economy of construction. We've produced thousands of such transparent and "window" containers for every industry—and in almost every imaginable shape and size. Tell us your desires—and we'll gladly offer suggestions—without obligation.

2. NEW LOW COST FIBRE DRUMS

Here are the new containers you've been awaiting! They're lightweight, tough and strong. Snug fitting lids come off and on at will.

Yet costs are exceedingly low!

You cannot get thriftier or better paper packages. They come in plain chip, manila-lined or solid manila, and may be paraffin coated or fitted with "Cellophane" or "Pliofilm" pouches. Our specialties include various sizes of fibre cans, cores and tubes.

3. NEW CELLOPHANE-LINED FIBRE CANS

Here's new protection to moist, oily, volatile, dry, aromatic or anhydrous contents—at great savings over other containers! These new "Cleveco" fibre cans offer lintproof, odorproof, tasteproof and, if desired, moistureproof walls against contamination of foods, dry dessert mixtures, drugs, chemicals, confections and tobacco. Brilliant colors of the laminated lining contrast with the color of your product—dramatizing its quality and purity. Ideal for Sales-Packages and as Mailing Tubes for samples!

FLASH! Announcing NEW TWO-COLOR PRINTING DIRECTLY ON SPIRAL- WOUND FIBRE TUBES AND CANS!

No more pre-printed labels necessary! Printing is applied on outside ply. Big savings! Investigate today!

Phone or write your nearest Cleveland Container office for custom-made samples of what we can do for your product.

The CLEVELAND CONTAINER CO.
601 West 26th Street NEW YORK

Other Plants:
Cleveland • Detroit • Philadelphia • Chicago • Plymouth, W.



1939 FIRST AWARD CARTON CLASSIFICATION

AMERICA'S LEADING PACKAGE COMPETITION PLACES THE LAUREL ON A-C-M CARTON FOR 7 CONSECUTIVE YEARS!

The A.C.M. Clay Coated Carton you see above has won a top award in the 1939 All-America Package Competition! Winning honors year after year in package competitions or increased sales for our customers are taken in stride by cartons superbly printed on A.C.M. Clay Coated Board by our Carton Division. Ingenious construction, finest design, artwork, engravings . . . these factors count. But, even more vital to a successful package is the quality and surface of the board. A.C.M. Clay coated offers the "world's finest" carton board printing surface. Mediocre printing results often accepted as inevitable with ordinary carton boards are conspicuously absent with A.C.M. Clay Coated. Only by seeing your carton plates properly proofed on A.C.M. Clay Coated can you possibly comprehend the superiority of this distinguished carton board.



AMERICAN COATING MILLS, INC.
CENTRAL OFFICES AND MILLS: ELKHART, INDIANA
22 E. 40TH STREET, NEW YORK • WRIGLEY BUILDING, CHICAGO



1933



1934



1935



1936



1937



1938

*The trend
is toward*

A.C.M. Clay Coated CARTONS AND CARTON BOARD

Oberly and Newell CREATE WINNER FOR Ponds


These Pond's Floor Stands Have Won TOP HONORS in the Floor Stand Classification of the "All-America."

The Pond's Sellmore floor stand shown below was designed and produced by us with two fundamental objectives: (1) to display Pond's Tissues en masse and (2) to provide a unit that could be used alone for small stores or in an infinite variety of combinations in larger outlets. The result is an incredibly simple stand that accomplishes both purposes—yet is so economically produced, that the cost is far below the allotted budget.

The Pond's Duo Floor Stand, (at right) designed for Pond's Tissues, Creams, Powders and Hand Lotion, was developed completely by Oberly & Newell. The design is unique in



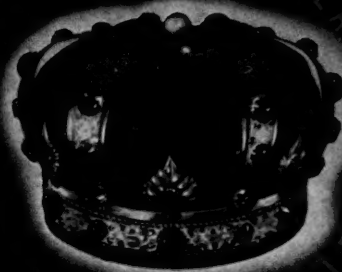
that the piece does more than merely display Pond's merchandise. The Pond's Duo Stand shown is really a combination of two basic Mono Stand units. These units are designed to stand alone for small stores or in combination of two in larger units. The Mono stand is given with small deals, the Duo with larger deals. Thus, the display, beside being excellent as such, ties in integrally with the merchandising policies of the distributing company. Both are typical products of Oberly & Newell's creative lithography. Solving difficult display and merchandising problems is really part of our routine. Let us tackle the problem that is giving you your headache!

OBERLY & NEWELL
Lithograph  Corporation

545 Pearl Street

New York, N. Y.

Worth 2-3735



KING

THEM ALL

MUIRSON *Two-Way* LABEL

PATENT APPLIED FOR

★ Wins top award in the 1939 All-America Package Competition. ★ This revolutionary development in canned food merchandising has received the highest endorsement of the Jury of Award. ★ The Two-Way label is meeting with increasing acceptance among distributors and canners from Coast to Coast—because of its natural added sales value.

Honorable Mention was also received for Polly Pops Pop Corn novel package, product of National Quality Foods, Chicago, and in the production of Country Club canned foods labels for Kroger Grocery and Bakery Company, Cincinnati.

Send us samples of your labels to be "Redesigned for Sales." Muirson Label Co., Inc.—Brooklyn, Peoria, San Jose

A



A WHOLE SHOE BOX IN ONE TUBE!



Naturally, this completely brand new application takes **TOP AWARD** in the All-America.

Again, it's a **PEERLESS TUBE**.

PEERLESS TUBES preserve and outlast their contents.

Write to headquarters at Bloomfield or to our nearest representative. Ideas supplied without obligation.

PEERLESS TUBE CO.

BLOOMFIELD NEW JERSEY

W. I. Frost, 4990 Melrose Avenue, Los Angeles, Calif.
J. E. McLaughlin, Southern Ohio Bank Building, Cincinnati, Ohio
W. R. Maleckar, Northwestern Bank Bldg., Minneapolis, Minn.
Rose Label & Box Company, 123 Madison Street, Chicago, Ill.



package designer?

Smile when you call me that!

Or, better still, let's use some term that really describes the kind of work we do. Let's call me Package Engineer (although that isn't the best phrase either).

The point is that I and my associates are not long-haired, spat-wearing, beret-flaunting, surface decorators and anyone



who wants a nice fancy job of surface decoration and nothing more would do better to look elsewhere.



No. Like a good doctor, we like to get below the surface. It makes us an awful nuisance at times. For instance when we insist upon getting into your plant. When

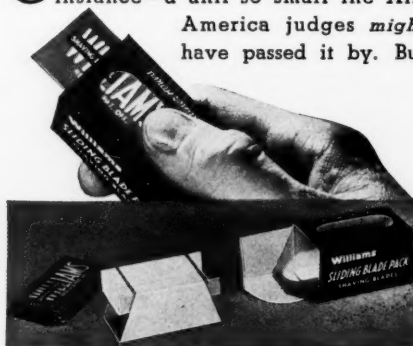


we insist on making a few calls with your salesmen. When we insist on studying the retail environment of your product pack-

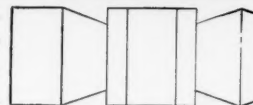
age. Or when we insist that costs are more important than artistic temperament.

That's the way we work and an increasing number of manufacturers have found it a very pleasant way to work. Pleasant and profitable!

CONSIDER the J. B. Williams package for instance—a unit so small the All-America judges *might* have passed it by. But



then they opened it up. They noted its simplicity, its ingenious construction, its adaptability to production conditions and for these basic things rather than for mere surface design, they accorded it top award in the All-America Package Competition.



MIND YOU, we don't presume to tell our clients how to run their businesses. We don't want to work for people who need such telling.

But for progressive manufacturers, confronted with merchandise design, package design, display design and marketing problems, we have a unique type of service to sell. If you and your firm fall into this category, a meeting between us and a frank and full discussion of the problems at hand may prove mutually advantageous to all of us.

Ben Lewis

420 MADISON AVENUE, NEW YORK • PLAZA 3-2870



★



TOP AWARD given to these boxes, built for Hickok by the Flower City Specialty Company.

Flower City is proud to have contributed its services to the construction of the most important part of the Hickok line—TOP AWARD winner in the Set-up Box Group of the 9th Annual America Packaging Company.

We are proud that the judges singled us out for praise—but we are more proud that the quality of construction of these boxes is no finer than that of every other box.

The LORAIN line—our range that displays: protects your product. The strength of the LORAIN line is the display value of rigid transparency. Flower City designs and manufactures LORAIN boxes. The packaged in either a set-up box or a LORAIN box can be displayed in a LORAIN box.

For more information on your packaging needs, contact us on your packaging needs.

Reg. U. S. Pat. Off. Mar. 1964. Pat. Pending.

Flower City Specialty Company

Flower City Specialty Company

HEAT SEALING



...ly heat sealed bags were in the luxury class because of high cost. Good heat sealing material is still costly but our price is low since the material is used only in a narrow band where needed. This economical band can be applied to a large variety of papers and the bags can be printed or plain.

THERMOSEAL bags are being used by:

- Pudding Powder Dessert Manufacturers
- Gelatin Dessert Manufacturers
- Potato Chip Manufacturers
- Coffee Roasters

WHY ... Economy ... Non sifting ... No "Slack Filling"
... Speed Handling ... Tamper Proofness

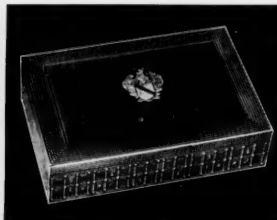
Benj C Betner Co
DEVON PENNA
MANUFACTURERS OF MODERN PAPER BAGS

GIFT PACKAGING, . . . AFTER-USE CONTAINERS PREMIUM, . . . and PROMOTION SPECIALTIES

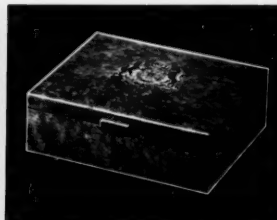
The following illustrations graphically portray the versatility and practical, economical application of the SMITH-CRAFTED process—We invite your inquiry.



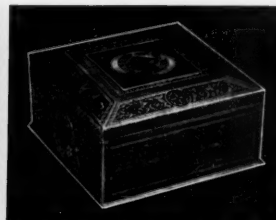
Wood frame encased in rich tooled leather-like book cover.



Wood frame covered in combination of worked-metal and soft leather effect.

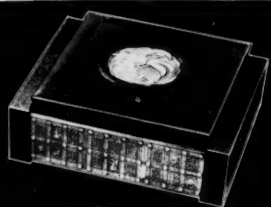


Wood frame covered in beautiful mahogany leatherette.



Wood frame sheathed in exquisitely embossed aluminum.

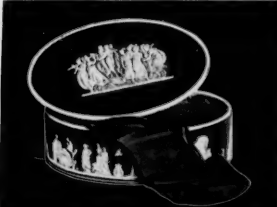
WOOD
BOXES



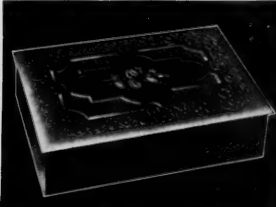
Four-piece construction in rich red, gold, and black colors.



Massively constructed antique tooled leather-effect chest.

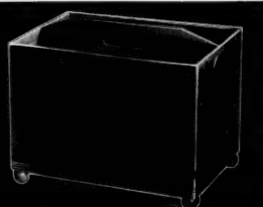


Lovely oval with deep relief typical Wedgewood design.

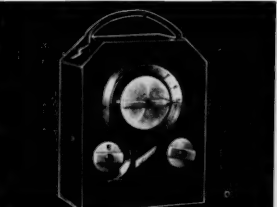


Typical fold-up box—beautiful by virtue of its lovely embossed design.

FIBRE
BOARD
BOXES



Substantial and beautiful magazine rack of all fibre board construction.



Small camera-like portable cabinet—all fibre board construction.

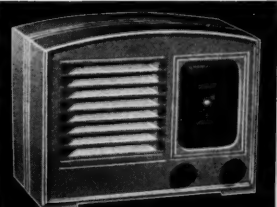
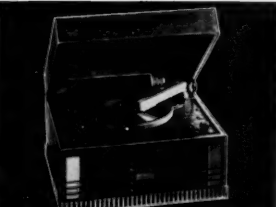
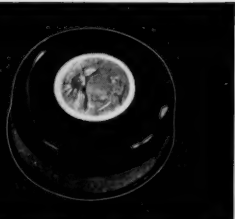


Table model with embossed and "formed" louvre design. All fibre board.



Radio-phonograph—wood frame—rich leather-like covering with embossed and "formed louvre" design.

RADIO
CABINETS
AND
SPECIALTIES



Small metal container with applied embossed-leatherette sides and lid insert.



2 1/2 lb. metal fruit cake package,—with applied extremely deep almost carved-like design.



Humidior metal container with applied carved-cinnabar design on sides and typical worked-brass effect lid insert.



5-lb. metal cake package with applied side design and domed lid insert of heavily embossed aluminum.

METAL
CONTAINERS

THE S. K. SMITH COMPANY

2857 N. WESTERN AVENUE

CHICAGO, ILL.

New York Office, 52 Vanderbilt Ave., MUrray Hill 9-8290





If you use round or square wrapped packages . . . and if you have a Moisture-Vapor penetration problem . . . you'll want to know more about R.T.G. wraps coated with Moisture-Vapor Proof lacquer. Only years of experience can produce the combination of perfect product protection, superior strength, and proper paper stock, exact laboratory control of necessary film weights, plus quality printing and study by R.T.G.'s.


THE RICHARDSON-TAYLOR

4501 WEST MITCHELL AVENUE ★ ★ ★



etrat f you want a package designed to broaden your present markets...or a merchandising idea that will
 bof ocus greater attention on your product... then you'll want to know more about the skill and facility of
 on, su R.T.G.'s well balanced packaging organization. Every R.T.G. carton and counter display represents
 print study based upon sound merchandising and engineering principles plus quality controlled production.

R-TAYLOR-GLOBE CORP.
 ★ ★ ★ C I N C I N N A T I ★ ★ O H I O



**YEARS
OF KNOWING
HOW**

★ STAR adhesives are the culmination of years of successful manufacturing of every type of adhesive for every packaging need. This experience is available to you at no extra cost in the finest adhesives that money can buy.

Our slogan "More Adhesion with Less Adhesives" actually means what it says. Because STAR glues are so highly concentrated, even when they are diluted they will be used in smaller quantities to get *actually* more adhesion.

An Adhesive for Every Purpose

- | | |
|---------------------|-----------------------|
| ★ Case Sealing Glue | ★ Carton Sealing Glue |
| ★ Folding Box Glue | ★ Bench Paste |
| ★ Cold Pick-Up Gum | ★ Bottle Labeling Gum |
| ★ Tin Paste | ★ Tube Glue |
| ★ Brightwood Gum | ★ Lap End Paste |
| ★ Tightwrap Glue | ★ Ice Proof Gum |

Write for our folders { "Make Your Identity Stick"
and
"Here's a Bird of An Idea"

BINGHAM BROTHERS COMPANY

Every Kind of Roller and Adhesive

NEW YORK
606 PEARL STREET

PHILADELPHIA
521 CHERRY STREET

BALTIMORE
151 COLVIN STREET

ROCHESTER
590 HUDSON AVENUE



Color
new se
skillful
—the c
reach
course,
factors,

NEW



COLOR

*COMMANDS
attention*



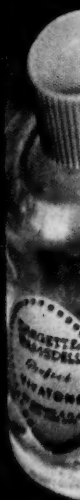
Color—and design in modern packaging is the new selling force of today. And rightly so, for the skillful use of color is a major factor in eye-appeal—the element which stimulates the consumer to reach out his hand toward the product...Of course, there are other important and practical factors, too, which have to do with the size, shape,

construction of the package for automatic filling, safe shipping, convenient usage...These are but a few of the many points Continental's packaging experts check when they study your problem. Why not let them give your package a thorough "going over"? It costs nothing for our suggestions and they may mean much to you—in increased sales!

ONE OF A SERIES DEVOTED TO THE USE OF COLOR IN PACKAGING DESIGN. COPYRIGHTED, 1938.

Continental Can Company

NEW YORK • CHICAGO • SAN FRANCISCO • MONTREAL • TORONTO HAVANA



C

CAR
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and



Colorful Closures of Bakelite Polystyrene

COMBINE QUALITY APPEAL WITH SALES SUCCESS


CAPITALIZE ON the sales-stimulating effect that color contributes to any retail product by styling your packages with closures of colorful Bakelite Plastics. See, then, how quickly these items move from dealers' shelves into consumers' homes.

Daggett and Ramsdell enhances its smart new line of beauty preparations with pastel-hued Bakelite Polystyrene Closures. The permanently attractive colors and cleanly molded design of these closures are just two of the successful merchandising features afforded by Bakelite Plastics.

You can obtain Bakelite Plastic closures in a wide range of self-contained colors . . . in opaque, translucent and transparent effects . . . in stock patterns or special

designs. Besides Bakelite *Polystyrene*, which is highly resistant to acids and chemicals, there are other sales-winning Bakelite Plastics such as *Phenolics*, *Cellulose-Acetates* and *Ureas*.

Further information on these colorful and serviceable closures, and containers, too, may be obtained by writing for 52-page booklet 8C, "A Guide to Modern Packaging with Bakelite Materials".

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK
Unit of Union Carbide  and Carbon Corporation

BAKELITE

The registered trade marks shown above through the courtesy of the Bakelite Corporation. Under the name "Bakelite" is a registered trademark of the Bakelite Corporation. The name "Bakelite" is a registered trademark of the Bakelite Corporation. The name "Bakelite" is a registered trademark of the Bakelite Corporation.

PLASTICS HEADQUARTERS

MAKING A *Luxury* ITEM OUT OF A GRIDIRON



Congratulations
Michigan Wire Goods Company

Camp COOKERY

FOR WOODS * LAWN * PORCH * OR FIREPLACE

- ★ **ANDROCK CHARCOAL GRILLED STEAK DELUXE** — Cut fat from 1" to 1½" steak, generously salt and pepper both sides. Put steak in broiler, thoroughly sear one side over glowing red bed of charcoal. Keep turning and grill steak on each side until done.
- ★ **FRANKFURTER SANDWICHES** — Cut cheese into ¼" slices, then into strips about ¾" wide. Partially slit each frankfurter, insert strip of cheese; wind frankfurter with strip of bacon, skewering both ends of bacon with toothpicks. Place in Red Hot Roaster, or on Extension Fork, and cook over glowing coals until bacon is crisp. Serve in buns with dill pickles.
- ★ **HAMBURGER STEAK SANDWICHES** — Grind meat with one portion pork to three portions beef. Shape into flat patties; wrap each patty with strip of bacon. Place in Hamburger Grill; cook five to six minutes, or to suit taste. Serve on buns with dill pickles and chili sauce or onions.

By the simple procedure of turning a plain shipping container into a thing of beauty—simulating the popular airplane type luggage in fibre-board—the contents, GRIDIRONS, have been turned into luxury items.

Our labels, imitating travel stickers, were used on this package taking top award in the "All-America."

Kalamazoo labels have long been notable for their sharp printing, smart design, accurate register, and economy. Our organization has a reputation well based on past performance of producing quality labels in large or small quantities quickly and economically.

KALAMAZOO LABEL COMPANY

Exclusive Label Manufacturers Since 1906

Kalamazoo

Michigan



A Sales-Winning Prize-Winner

All-America Package Competition judges join retailers all over America in making it unanimous! This Wright display wins top honors in the Counter and Shelf Display Group while retailers accord it top-of-counter position in stores from coast to coast. Here's *double* evidence of the sales-making, prize-winning power in well-designed, carefully fabricated packages of rigid transparent Vuepak.

This Vuepak display is used by the William E. Wright and Sons Co., of West Warren, Mass., to *show* and *sell* its line of dress trimmings and ruffings. In a few months volume has shot up to three times 1939 levels.

John T. Wright, treasurer, says: "As a result of our use of Vuepak, we have booked in a few weeks more than 50% our total last year's volume. Many initial orders exceed entire 1939 purchases. On January 1, our merchandise was selling in 6,000 stores, when ordinarily volume sales do not start until April. In a normally slack season we are at top production."



The OLD WAY



The Vuepak WAY

By John T. Wright, Treasurer

Our ruffings and trimmings were wound on cardboard, exposed to handling. Soilage often cut 80% from sales appeal in a week's time. Stores bought "hand to mouth," and stowed our products under counters until customers asked for them.

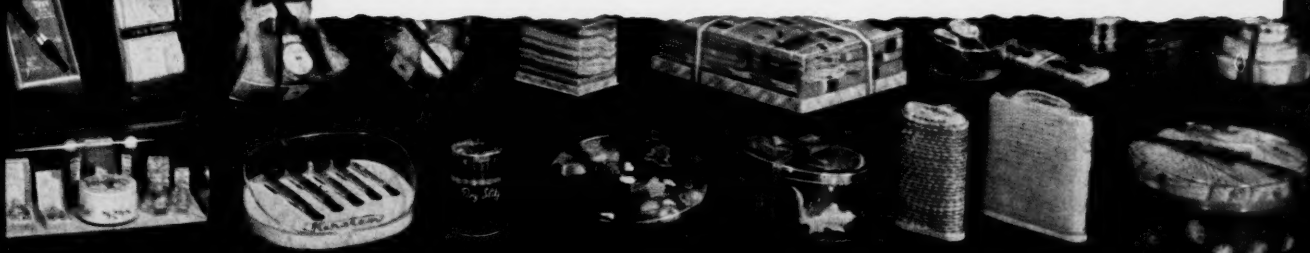
Today, in Vuepak, our line is a complete ruffings and trimmings "department," in prize spots on top of the counters. The fragile crispness of the material is enhanced in Vuepak—kept soilproof, dustproof, handleproof.

This Wright display is one of seven All-America entries made of Vuepak which won signal honors in the latest competition. It is fabricated by National Transparent Box Co., Springfield, Mass., and Royal Transparent Container Corp., Leominster, Mass. To meet the other six Vuepak prize-winners—every one a sales-winner—just turn this page!



MONSANTO PLASTICS

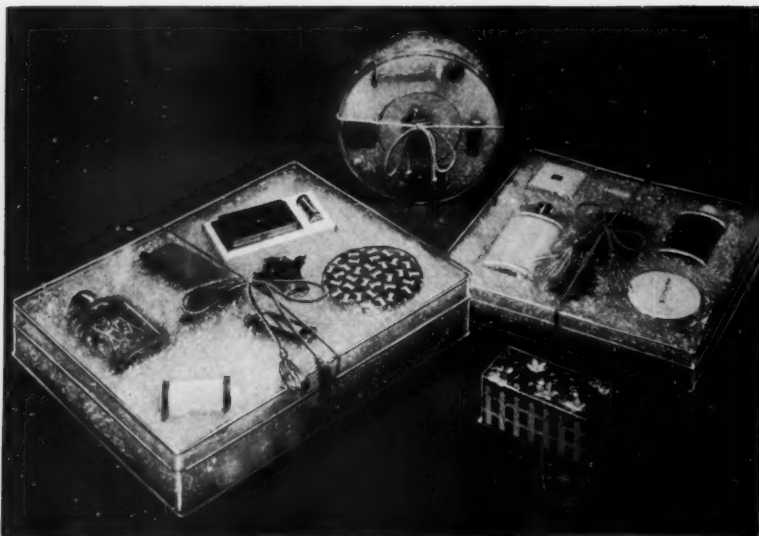
SERVING INDUSTRY: . . WHICH SERVES MANKIND



HERE'S WHAT IT TAKES TO WIN

All-America

Packaging Awards



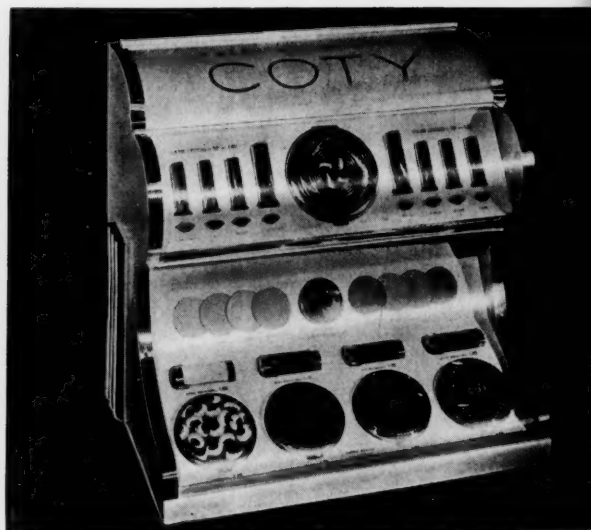
CHARBERT Luxury Gift Sets (MAJOR AWARD, RIGID TRANSPARENT GROUP)—An assortment of four gift packages fabricated of Vupak for Parfums Charbert, Inc., N. Y., by Jos. H. Meyer Brothers, 220 25th Street, Brooklyn, N. Y.



CAPSULCREAM Packages (HONORABLE MENTION, RIGID TRANSPARENT GROUP)—For Margaret Brainard, Inc., N. Y., by Hygienol Co., Inc., 120 W. 42nd St., N. Y.



BACHMAN Pretzel Containers (MAJOR AWARD, RIGID TRANSPARENT GROUP)—Fabricated of Vupak for Bachman Bakeries, Inc., Reading, Pa., by George V. Clark Company, 42-26 13th St., Long Island City, N. Y.



COTY Sell-Arium Display (HONORABLE MENTION, COUNTER OR SHELF DISPLAYS GROUP)—Vupak front fabricated for Coty, Inc., N. Y., by Arrow Manufacturing Company, 15th & Hudson Sts., Hoboken, N. J.

PRO-PHY-LAC
PARENT GROUP
pany, Floren

LONDON HOU
Box Group)—
N. Y., by Sho



IT TAKES A MANUFACTURER who wants the quality, color, texture and style of his product to help do the selling job by being *visible*.



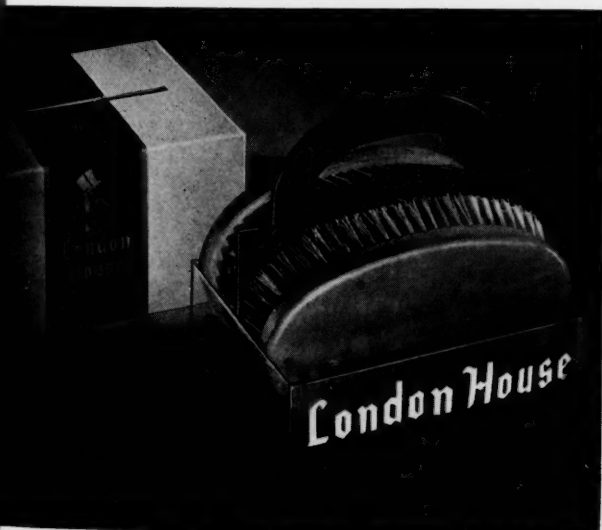
IT TAKES A PACKAGE FABRICATOR with the skill and facilities to produce packages that combine ruggedness, good design, transparency.



IT TAKES RIGID, TRANSPARENT VUEPAK to provide flawless clarity with protective sturdiness in a package that *safeguards* as well as *shows*.



PRO-PHY-LAC-TIC Toothbrush Container (MAJOR AWARD, RIGID TRANSPARENT GROUP)—Fabricated of Vuepak by Pro-phy-lac-tic Brush Company, Florence, Mass., in its own packaging division.



LONDON HOUSE Brush Package (HONORABLE MENTION, SET-UP PAPER BOX GROUP)—Fabricated of Vuepak and cardboard for London House, N. Y., by Shoup-Owens, Inc., 1100 Adams Street, Hoboken, N. J.



Another year...another All-America Package Competition . . . another group of distinguished awards to products packaged by skilled fabricators

in Monsanto's rigid, transparent Vuepak. In all, packages of Vuepak win four major awards and three honorable mentions—sweeping *all* major awards in the Rigid Transparent Container Group.

To the winning manufacturers and the producers of their packages—congratulations! Congratulations, too, to those countless other products packaged in Vuepak for the awards they are winning *every day* in increased sales to Mr. and Mrs. America, who *buy first* what they can *see best*.

For sales-winning packages, see if it doesn't pay to look into this whole Vuepak subject. You'll find that here is a material clear as air, yet sturdy as cardboard. There's nothing flimsy, limp or wobbly about a Vuepak package—it's a box, not a bundle. For information on how *your* product can help itself sell by being *seen*, inquire: MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield, Massachusetts. District Offices: New York, Chicago, Detroit, St. Louis, Birmingham, San Francisco, Los Angeles, Montreal.

MONSANTO PLASTICS

SERVING INDUSTRY...WHICH SERVES MANKIND



AN INNOVATION IN FANCY PAPERS

Chenille

The paper with the "third dimension." YOU CAN FEEL THE DESIGN WITH YOUR FINGERS, as well as see it with your eyes. Fluffy rayon tufts stand right out. It has the look of unbelievably rich embroidery.

Make a package with CHENILLE PAPERS. Use it for Gift Wrappings—Box Labels—Display—Greeting Cards—Wallpaper—Lamp Shades, etc. Let your customers be the judges.

WATCH YOUR SALES MOUNT!

Ask your dealer for samples of CHENILLE PAPER or write directly to

ARTISTIC FLOCK NOVELTY COMPANY

89-94 FULTON STREET

PATERSON, N. J.

P.S. We originally intended to include a swatch of the papers on this advertisement, because no verbal description could possibly substitute for the real thing. So great is the demand for CHENILLE, however, that we would have been forced to deprive our customers of valuable plant facilities to produce our own advertising help. Rather than do this, we are endeavoring to tell you the story in words, inadequate though they may be.

cōtacord*

PATENT NO. 1,776,073

REVOLUTIONARY NEW PACKAGE TIE

COTACORD is the outstanding contribution to package tying in the history of the industry.

WHAT COTACORD IS . . . Cotacord is, simply, an incredibly tough, strong cord coated in every spectacularly brilliant and softly appealing color of the spectrum. Produced to micrometric exactness, its diameter is standardized through all lengths. Cotacord comes on spools. It is smooth and pleasant to the touch. The coating is completely flexible. See attached samples for confirmation of these facts.

WHAT COTACORD DOES . . . the uses of this new material are so varied that merely to list them would cover pages. As a package tie it is nonpareil. It ties easily and without slipping. It cannot crack. Look at the swatches—and you will begin to discover a number of possibilities of use on your package. Write for samples—or better still, send us one or more samples of your package and we'll show you how Cotacord can beautify it.

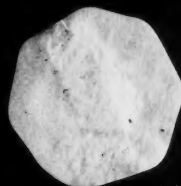
Write for samples and further information to

FREYDBERG BROTHERS, INC.

STAMFORD

CONNECTICUT

*Reg. U. S. Patent Office



For Better Containers

Morrison Wire Stitchers Provide a Better Seal



For side seaming, for bottom sealing and for top sealing, box makers and box users alike prefer Morrison wire stitchers. Well-known as the pioneer and leader, with over 40 years of manufacturing experience in this field, Morrison has studied and helped to solve the container problems of hundreds of American and overseas companies.

Here are some of the reasons why shippers have adopted Morrison wire-stitching as the best way to seal containers:

1. Stitched cartons average twice as strong as those sealed with tape or paste.
2. Morrison-stitched cartons are pilfer-proof.
3. Morrison seals are not weakened by moisture.
4. Morrison-stitching saves 50% on labor expense over most other methods.
5. A Morrison saves over 60% of sealing materials cost, compared with full taping or stapling.

Why not let us show you how Morrison machines can do your work better, faster, cheaper? Our sales engineering staff is at your service. Phone, wire or write us for descriptive literature and performance data.

SEYBOLD DIVISION, Harris • Seybold • Potter Company
843 Washington Street • • • • • Dayton, Ohio

Seybold-Morrison Sales and Service:

E. P. LAWSON COMPANY, INC.:
New York City 426 W. 33rd St.

CHAS. A. STRELINGER COMPANY:
Detroit 149 E. Larned St.

CENTRAL SALES DISTRICT:
Dayton 843 Washington St.

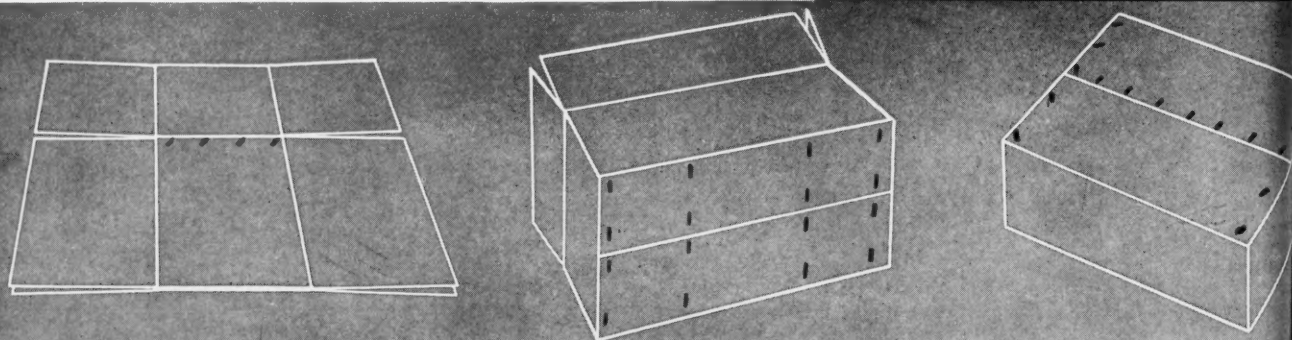
CHAS. N. STEVENS COMPANY, INC.:
Chicago 112 W. Harrison St.

HARRY W. BRINTNALL COMPANY:
San Francisco . . Los Angeles . . Seattle

HARRIS-SEYBOLD SALES CORPORATION:
Atlanta 120 Spring St., N.W.



This is the Seybold-Morrison Bottom Sealer with . . .
direct. Other models available, for various sizes . . .
For top stitching of filled containers, several sizes . . .
Sealers are made. Side seamers and combination . . .
bottom sealing units also furnished.



SEYBOLD-MORRISON

PRODUCTS BY SEYBOLD: WIRE STITCHERS • PAPER DRILLING MACHINES
PAPER CUTTERS • KNIFE GRINDERS • DIE CUTTING PRESSES



THERE'S sales appeal in Mack Plastic Caps for Bottles, Cans and Tubes. They add new life, new beauty, new usefulness to your product.

PLASTIC TRANSPARENT
AND OPAQUE CLOSURES

•

PREMIUM ITEMS

•

DISPLAY UNITS

•

MOLDED BOXES

MACK MOLDING CO.

WAYNE • NEW JERSEY

SALES OFFICES IN NEW YORK CITY, CHICAGO, DETROIT,
INDIANAPOLIS AND ST. LOUIS



MARCH • 1940

45

2 OUT OF 3 TOP AWARDS
GO TO
Farrington



for BENRUS

A beautiful patented gift box. This easel style is an entirely new and different combination display which converts into an upright watch fixture and may be used by the consumer as a permanent stand.

Designed completely by FARRINGTON, this package not only is a Top Award winner, but its tremendous display value and consumer appeal have been demonstrated by its popularity with dealers. The beauty and utility of such a box definitely enhance the sales appeal of the product it displays.



for
This
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for SCHICK

This handsome "Pocket Dressing Room" was produced complete by FARRINGTON. The unique shape permits the cover to act as a mirror stand, and by clever design space is provided not only for the razor and cord but for small toilet articles as well.

A Top Award has come to this modern luxurious package. Pigskin finish with gold trim complete what has been called "the most beautiful razor package ever made."



TWO OUT OF A POSSIBLE THREE TOP AWARDS have come to Farrington — representative of our progressive design and craftsmanship — founded on an understanding of the part boxes can play in the merchandising of our customers' goods, and built on high standards of material and manufacture.

We offer the unusual in beautiful and sturdy displays built not only to withstand abuse and protect the contents, but also to enhance their appeal through good display. FARRINGTON boxes range from inexpensive to the deluxe packages illustrated.

Our Design Department will welcome an opportunity to study your merchandise and suggest a suitable package. May we work with a sample of your product?

FARRINGTON MFG. CO.
GREEN & AMORY STREETS • BOSTON, MASS.



Labels for entire Rath Packing Co. line—which won major award in the All-America—by “U-S.”



McGrath's stunning line of direct color labels won a place in the family group—All-America Competition.

Part of McCormick & Co's. “Family Group,” which won a major award in the All-America Package Competition. Labels by “U-S.”

These Winners



ARE SERVED BY “U-S”



Labeled by “U-S”—Staley's Syrup packages won a major award in the Closures Class in the All-America Package Competition.

In a record-breaking number of entries, packages made by “U-S” for four different customers won awards in the All-America Competition. “U-S” is proud of its part in these awards.

But regardless of prizes, “U-S” is proud to serve these and many other customers whose packaging standards demand the highest quality. We can meet your quality standards, too . . . and these “U-S” offices can serve you:

ATLANTA
BALTIMORE
BOSTON
BROOKLYN
BUFFALO
CHICAGO

CINCINNATI
CLEVELAND
DETROIT
ERIE, PA.
KANSAS CITY
MILWAUKEE
NEW YORK

PHILADELPHIA
PITTSBURGH
SAN FRANCISCO
SEATTLE
ST. CHARLES, ILL.
ST. LOUIS

The **U.S.** STATES PRINTING & LITHOGRAPH COMPANY
AND DIVISIONS

HOME OFFICE
328 BEECH ST.
CINCINNATI

AMERICAN LITHOGRAPHIC DIVISION
ATLANTIC LITHOGRAPHIC & PRINTING DIVISION
DONALDSON LITHOGRAPHING DIVISION
ERIE LITHOGRAPHING & PRINTING DIVISION
PALMER ADVERTISING SERVICE DIVISION
W. F. POWERS DIVISION
THEO. A. SCHMIDT LITHOGRAPHING DIVISION

Plants at CINCINNATI • BROOKLYN • BALTIMORE • ERIE, PA. • ST. CHARLES, ILL.

PROTECTIVE

PACKAGE WRAPPERS AND LABELS

Manufacturers who are utilizing paper for their packages frequently wish to obtain additional product protection.

We know, based on experience that lacquer coated protective and moistureproof papers are accomplishing splendid results where product protection is required.

Lacquer coated package wrappers and labels are extremely scuff resistant — provide a constant guard against rough handling — soot, grease and finger marks can easily be removed with a damp cloth.

We are completely equipped with especially designed equipment that is exclusively devoted to the application of every type of lacquer to any kind of paper.

We have a complete up-to-the-minute roto-gravure printing department where package wrappers and labels are printed in one to five colors — protective lacquers are subsequently applied in the web over the entire surface or to limited areas leaving open spots for gluing.

The type of lacquers best fitted for your requirements can be determined in our research laboratory. We formulate and make all lacquers used in our coating and printing operations.

This unusual combination of lacquer making and coating facilities plus printing equipment have proven to be highly efficient in reducing the manufacturing cost of protective and moistureproof

PACKAGE WRAPPERS AND LABELS.

For complete information inquire of

THE PLASTIC COATING CORPORATION

Lacquer Coated and Processed Papers

HOLYOKE

MASSACHUSETTS

This insert is printed on one of our Silver Pyroxylin coated Papers.

Pro-phy-lac-tic Brush Co.

Won

A MAJOR AWARD
IN THE RIGID TRANSPARENT GROUP
ALL AMERICA PACKAGE
COMPETITION

THERMOPLASTIC FABRICATION FOR ECONOMY

REGULAR
M



FAMOUS TUFT HELPS CLEAN THE
BACK TEETH BETTER. SURGICALLY
STERILE TEMPERED BRISTLES

Bonded Pro-phy-lac-tic
REG. U.S. PAT. OFF.

GUARANTEED 6 MONTHS

IF THIS BRUSH IS UNSATISFACTORY FOR ANY
REASON, RETURN IT TO US FOR A NEW ONE
Pro-phy-lac-tic Brush Co. FLORENCE, MASS.

REGULAR
M

The illustration directly above is a facsimile of the bristol board foundation of this new Rigid Transparent container.

The combining of this decorated bristol and transparent sheeting with a thermo-sealing adhesive is a new, economical and simplified method developed by

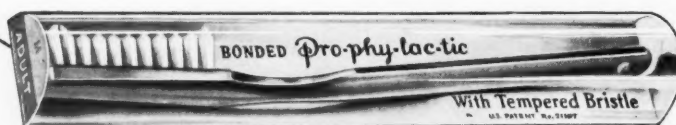
THE PLASTIC COATING CORPORATION

Heat sealing the bristol base to plastic sheeting completely eliminates the use of liquid cements that frequently cause warping and distortion of the package.

Fabricating Rigid Transparent containers by this new process speeds up production, lowers manufacturing costs and increases the rigidity of the container.

The thermoplastic adhesive is water-white, transparent and compatible with anyone of the several available transparent plastic sheetings — can be applied directly over printed or decorated surfaces and not impair the legibility or appearance of the package.

We are grateful to the Pro-phy-lac-tic Brush Co. for the opportunity to contribute to the creation of this new outstanding packaging development.



The Plastic Coating Corporation

Lacquer Coated and Processed Papers

Holyoke

Massachusetts

OHIO BOXBOARD CLIENTS

Take 3 Prizes



Successful packages are the result of the careful consideration and coordination of many merchandising factors—protection of product, eye appeal, economy in packing and consumer convenience.



Our board mills and box plants, well equipped to serve the largest users, are in one location with resident management. This "Unit Organization" brings together a complete staff, trained and experienced in the modern art of packaging.



Ask our Department of Design to study your package. There is no obligation.

THE OHIO BOXBOARD CO.
RITTMAN, OHIO

BOXBOARD CAPACITY 500 TONS DAILY

GEO. V. CLARK TAKES

**TOP
AWARD**



RIGID TRANSPARENT

CONTAINER GROUP



★ In acknowledging with pride one of the highest awards of the 10th ALL-AMERICA COMPETITION, George V. Clark Company, Inc. emphasizes its continuous efforts to design and produce containers that SELL products — that add to eye appeal, the "buy appeal" so vital to success in highly competitive industries.

★ For every packaging problem we will submit practical solutions in metal, acetate or a combination of materials which will meet your specifications as to cost, design and individual selling prestige.

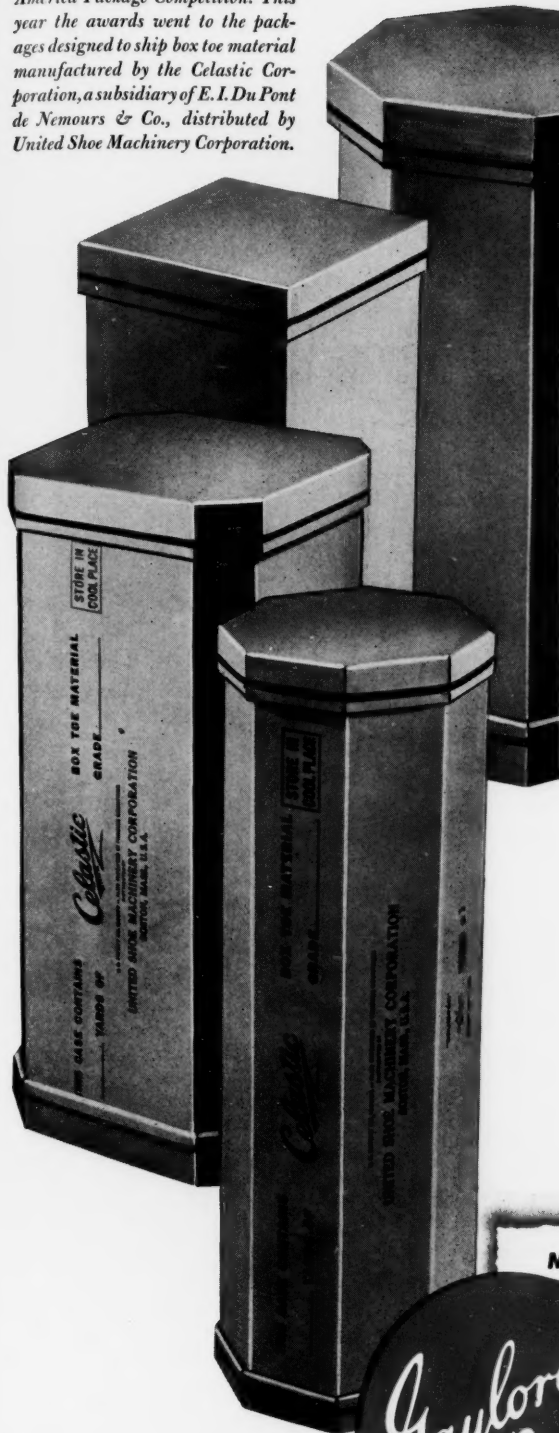
You are invited to consult our experts without obligation.

George V. Clark Company, Inc.

GEO. V. CLARK CO. INC.

42 - 26 13 STREET
LONG ISLAND CITY, NEW YORK

Drumpaks have again won Honorable Mention in the All-America Package Competition. This year the awards went to the packages designed to ship box toe material manufactured by the Celastic Corporation, a subsidiary of E. I. Du Pont de Nemours & Co., distributed by United Shoe Machinery Corporation.



MORE SAFETY, ECONOMY AND SALES APPEAL for bulk shipments with the *New Gaylord Drumpak*

If you ship powdered, granular or flaked products, in fact, almost any product now being shipped in boxes or drums, it will pay you to investigate the new Gaylord DRUMPAK. Awarded Honorable Mention in the 1939 All-America Package Competition, the DRUMPAK offers the following advantages:

1. A saving in shipping weight without loss of safety.
2. A compact, light, easily handled container.
3. Reduction in storage space, as DRUMPAKS are shipped flat and assembled as needed.
4. Contents quickly available for pouring or scooping out by cutting top to form hinged lid.
5. Advertising value of a neat, attractively printed container.

The new Gaylord DRUMPAK is a sturdy, corrugated drum (supports over one ton pressure.) Top and bottom held securely by steel bands quickly and easily applied with inexpensive device. Practically siftproof and waterproof. Offers a real opportunity for lowered shipping costs and increased sales. Send coupon now for full details.

GAYLORD CONTAINER CORPORATION General Offices: SAINT LOUIS

New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey City
Seattle • Indianapolis • Houston • Los Angeles • Minneapolis • Dallas
Jacksonville • Columbus • Fort Worth • Detroit • Tampa • Cincinnati • Des
Moines • Oklahoma City • Portland • Greenville • San Antonio • Memphis
Kansas City • Milwaukee • Bogalusa • Weslaco

MAIL COUPON FOR COMPLETE DETAILS NOW

GAYLORD CONTAINER CORPORATION
Jersey City, N. J. or St. Louis, Mo.

Gentlemen: Send us complete details of the new Gaylord DRUMPAK at once. We are interested in shipping

(PRODUCT)

Name _____

Firm _____

Address _____

City _____ State _____

IDEAL FOR SUCH PRODUCTS AS...

Soap chips and powders, chemicals, sweeping compounds, food products, small plastic parts, bottle caps, electrical supplies, paper or fabric rolls, or other products requiring special protection against rough handling and the elements.

Made in a wide range of shapes and sizes (octagonal, hexagonal, rectangular, square, or square with chamfered corners) with or without moistureproofed liners.



KIMBLE

COMES THROUGH ANOTHER ALL-AMERICAN



1940 TOP AWARD CLOSURE GROUP

Kimble Glass Vials, equipped with the patented closure of the Owens Staple-Tied Brush Company, again become an All-American Winner for 1940!

Kimble Vials were selected to perform the function of tooth-brush package because of their perfect visibility, their strength, and their sanitary, scratch-proof qualities.

CA

. WITH 2 TOP AWARDS!

TOP AWARD FAMILY GROUP

Selected for their modern lines, their uniformity, their seamless beauty, Kimble Vials are used as the unit containers for the unusually distinctive line of MARY CHESS Cosmetics and Toiletries. The Vials shown here are measures as well as packages. Each vial contains just enough Roman Bath Oil for one application.



• • • *The Visible Guarantee of Invisible Quality* • • •

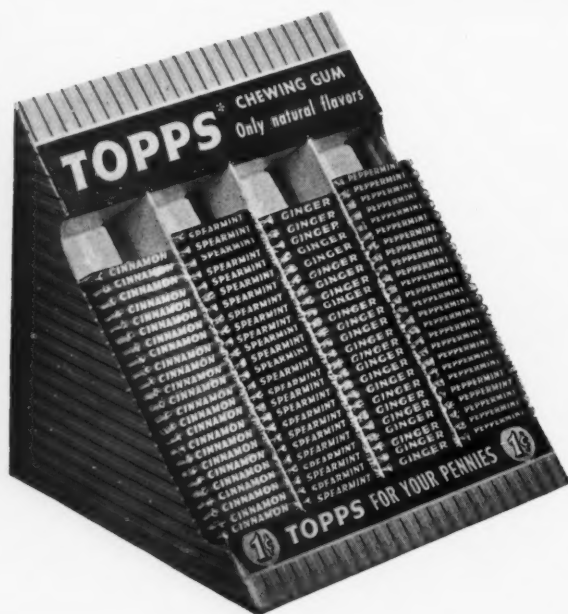
KIMBLE GLASS COMPANY . . . VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

© 1940
KIMBLE GLASS CO.

ALBERT *Paper Box*

CREATES PRIZE-WINNING DISPLAY



This beautiful Topps Chewing Gum Display was originated in cardboard by Albert Paper Box. Its construction is so simple, so completely adapted to the displaying of Topps Chewing Gum, that the company has adopted this design as the basic one for all of their counter displays.

This design won an important prize in the All-America Package Competition. Albert congratulates its client, Topps, on receiving of this honor. And Albert feels deeply honored that it was chosen to play such an important role in the creation of this prize-winner.

The shipping cartons for this and other Topps displays are also supplied by Albert Paper Box.

Consult our design service, without obligation, on the creation of displays, boxes, cartons, in cardboard. Our well-equipped plant is set up to follow through, economically, on every one of your designs, as we have done for Brillo Mfg. Co., Inc. (Brillo), Chesebrough Mfg. Co. ("Vaseline Camphor Ice"), Jay-Dee Products Co. (Rainbow Straws). This wide background of successful experience is your guarantee of satisfaction. Let us handle your next display, carton or box requirements.



ALBERT PAPER BOX COMPANY, INC.
75 FRONT STREET **BROOKLYN, N. Y.**

Shetford Cheese...

WINS IN A TRANSPARENT PLIOFILM BAG
by U. S. Envelope Company



TOP AWARD TRANSPARENT WRAPS

A year ago who would have visualized cheese in a transparent bag! Yet here it is, thanks to heat sealing, Pliofilm and U. S. E. printing and converting facilities.

Producing transparent bags and envelopes in the widest variety of styles of any source, U. S. E. has every modern facility for turning out a better built transparent package for you.

U. S. E. designers and technical men bring to your job the collective experience of many years of packaging almost every sort of product for which a transparent container is a sales aid.

U. S. E. is equipped for all cellophane and Plio-film printing techniques. And an important feature of your U. S. E. package will be the brilliant quality of the printing best suited to your product.

TRANSPARENT CONTAINER DIVISION
UNITED STATES ENVELOPE COMPANY
SPRINGFIELD MASSACHUSETTS

Victor TUBES TOPPING THE ALL-AMERICA

Victor has long been known as "tops" in tube making. We manufacture tubes of every description, every material, tin, lead, aluminum, and tin coated lead.

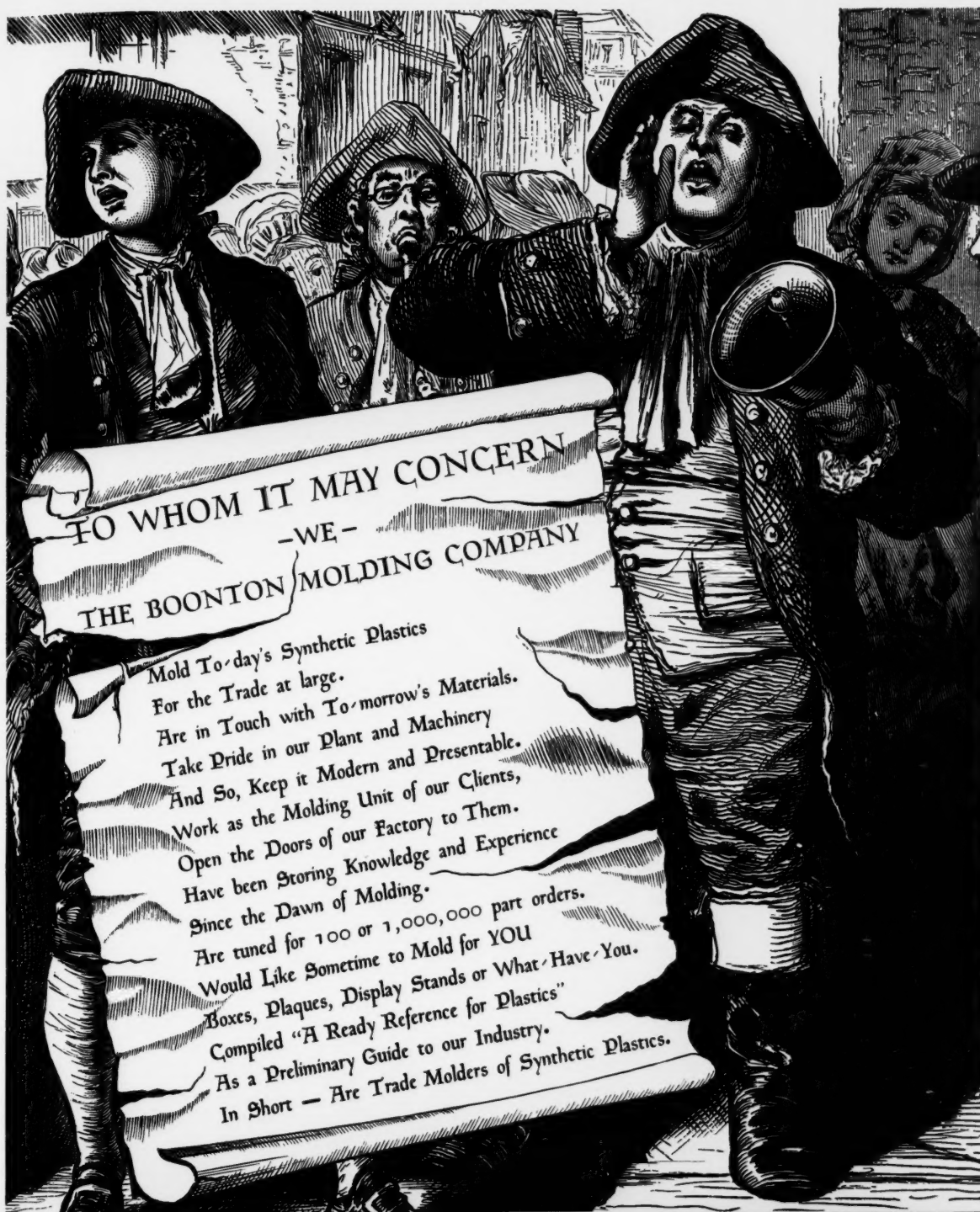
Once again a Victor tube occupies a Top place in the All-America. This McKesson & Robbins design — beautiful in conception — is produced exactly to the manufacturer's specifications. We congratulate McKesson & Robbins on being awarded one of the highest honors in packaging.



Our complete plant facilities have every modern and economical device for the manufacture of tubes.

Aluminum vials in all sizes, are included in our line of packaging services.

Victor Metal Products Corp.
196 DIAMOND STREET • BROOKLYN, N. Y.



TO WHOM IT MAY CONCERN
-WE-
THE BOONTON MOLDING COMPANY

Mold To-day's Synthetic Plastics
For the Trade at large.
Are in Touch with To-morrow's Materials.
Take Pride in our Plant and Machinery
And So, Keep it Modern and Presentable.
Work as the Molding Unit of our Clients,
Open the Doors of our Factory to Them.
Have been Storing Knowledge and Experience
Since the Dawn of Molding.
Are tuned for 100 or 1,000,000 part orders.
Would Like Sometime to Mold for YOU
Boxes, Plaques, Display Stands or What Have You.
Compiled "A Ready Reference for Plastics"
As a Preliminary Guide to our Industry.
In Short — Are Trade Molders of Synthetic Plastics.



BOONTON MOLDING COMPANY

MOLDERS OF PLASTICS • PHENOLICS • UREAS • THERMO-PLASTICS

BOONTON • NEW JERSEY • Tel. Boonton 8-0991

N. Y. Office—Chanin Bldg., 122 East 42nd Street, Murray Hill 6-8540

BLISS BOX STITCHERS SCORE AGAIN!



This "CYCLETAINER"

which won

TOP AWARD

in the ALL-AMERICA
Package Competition

is now being assembled
and stitched on the

BLISS HEAVY DUTY BOX STITCHER

This new "Cycletainer," added to the Bliss Beverage Box for delivering bottled beverages, and the Wire-Lock Seal Box for shipping fresh meats and other perishable products, makes three Prize Winning Solid Fibre or Corrugated Containers that are now assembled and stitched on the Bliss Heavy Duty Box Stitcher.

The BLISS Heavy Duty Box Stitcher has been chosen because it is the strongest, most durable and fastest Stitcher built for stitching the heavy solid fibre or corrugated board used in these prize winning containers.

Other convenient features of the Bliss Heavy Duty Box Stitcher are:

1. Wide clearance between Stitcher Head and clinching anvil which facilitates insertion of heavy stock.
2. Quick action of driver, which permits the greatest possible time between stitches for moving the work.
3. Only one adjustment for varying thickness of stock.
4. Head detachable as a unit for economical service.
5. Uses any standard ribbon or Hybar wires, also other flat and round sizes.

When you have a heavy stitching job, consult us. Catalog showing all types of Bliss Latham and Boston Box and Bottom Stitcher sent on request. Write us.



DEXTER FOLDER COMPANY

330 West 42nd Street, New York, N. Y.

CHICAGO
117 West Harrison Street

PHILADELPHIA
5th and Chestnut Streets

BOSTON
185 Summer Street

CINCINNATI
Roy C. Kern—3441 St. Johns Place

DALLAS
J. F. Carter—5241 Bonita Avenue

SAN FRANCISCO—LOS ANGELES—SEATTLE—Harry W. Brintnall Co.



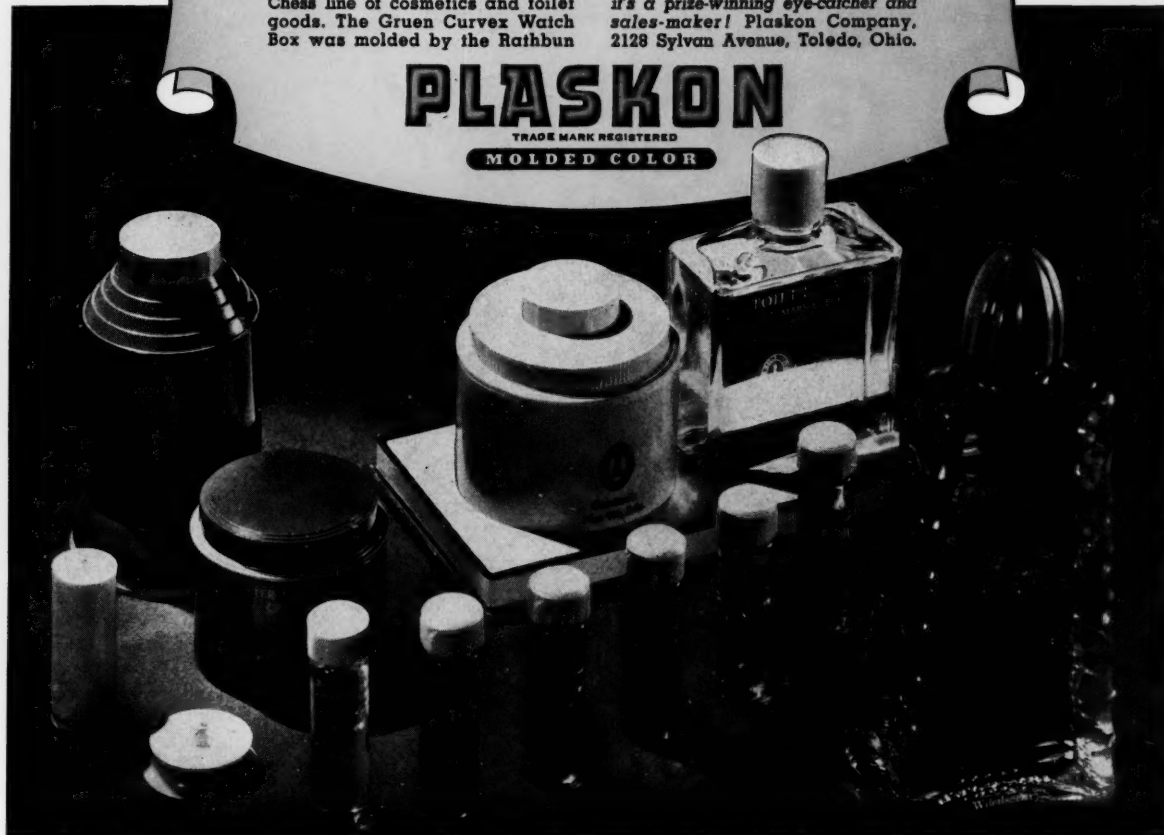
A WINNER AGAIN!

In the 1939 All-American Package Competition, two manufacturers utilizing PLASKON Molded Color received top awards: the Gruen Watch Company, Cincinnati, Ohio, for its Curvex Wrist Watch Box; and the Mary Chess Company, New York City, for its packaging of the Mary Chess line of cosmetics and toilet goods. The Gruen Curvex Watch Box was molded by the Rathbun

Molding Corporation, Salamanca, New York, and the Mary Chess Plaskon units were molded by the Colt's Patent Fire Arms Manufacturing Company, Hartford, Connecticut. Investigate the many advantages of PLASKON Molded Color for the design and display of your product... *it's a prize-winning eye-catcher and sales-maker!* Plaskon Company, 2128 Sylvan Avenue, Toledo, Ohio.

PLASKON

TRADE MARK REGISTERED
MOLDED COLOR





WARNERCRAFT

THE FINEST WORD IN PACKAGING

In the All-America Package Competition for 1939 Warnercraft boxes figured in 4 top awards—two in the Family Group; one in the Set-Up Paper Box Group; and one in the Miscellaneous Group.

THE WARNER

BROTHERS COMPANY
BRIDGEPORT CONNECTICUT

200 Madison Ave., New York. AShland 4-1195

Practical Packing

Set-Up Boxes offer many practical methods of packing and display—for example, the hinged type illustrated, with cut-out platform to exactly fit a product. Boxes of this type may be finished with unusual

papers or printed with fine half-tones, and may be beautifully lined with soft fabrics for luxury products. When the box itself, a Warnercraft Box, is sturdy, and precisely made, there is no limit to the variety of design and finish.

FRESH FROM WINNING 2 AWARDS IN THE PLASTICS COMPETITION

Now A WATERTOWN CLIENT TAKES

TOP AWARD IN THE

ALL-AMERICA

PACKAGE COMPETITION



Designed by JON HEDU

This Nicholson File Box won Top Award as a Plastic Container in the 9th Annual All-America Package Competition. It was Designed and Molded for Nicholson by Watertown. Material: Orange Tenite and Black Lumarith.

We feel that such recognition of meritorious work, in a competition replete with high quality entries, is a compliment to each and every one of our design engineers, our mold-makers, our molders and our finishers. Moreover, it is a pleasure to know that our usual high level of workmanship often brings to our customers the highest awards.

The service that wins prizes in these fine competitions is available to every Watertown client. It is available to you in the solution of your plastics packaging problem.

WATERTOWN MANUFACTURING CO.

125 ECHO LAKE ROAD

WATERTOWN

CONNECTICUT

TOP AWARD



The Rath shipping containers were part of the family group to win the TOP AWARD in the 1939 All-America Package Competition.

Shipping Containers can be attractive, as well as durable.

We are equipped to offer good workmanship, pride in perfect reproduction and prompt service.

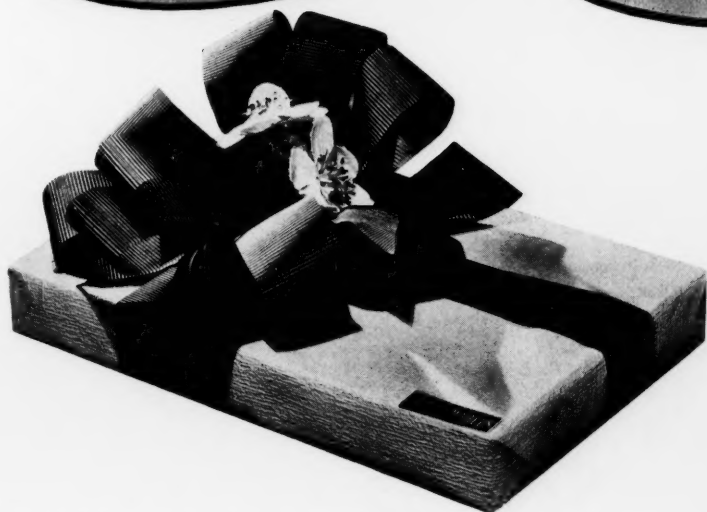
We can do the same high quality and economical job for YOU.
Call or write.

WATERLOO CORRUGATED BOX CO.
WATERLOO IOWA

WIN WITH

Ribbonette!

REG. U. S. PAT. OFF.

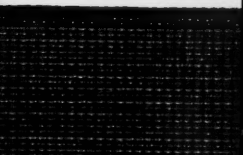
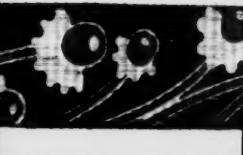
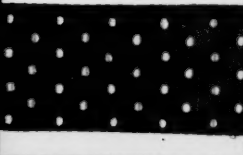
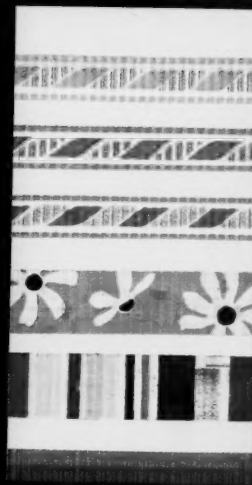


NEIMAN-MARCUS WON SPECIAL TOP-AWARD

... with their group of gorgeous gift packages tied with Ribbonette. The Special Award was created to fit this group—so unusual, that no classification existed to contain it. The Apple Blossom package pictured here illustrates the important part Ribbonette played in the designing of the winning packages.

Ribbonette with its wide range of colors and many patterns can put the winning punch into your own packaging. In addition to hundreds of stock items, Ribbonette can be made to your own specifications, to match or harmonize with established color schemes. Made of high grade cotton yarns, Ribbonette is strong and durable as well as attractive and decorative in appearance.

Won't you write us about your packaging problems? Our artists are at your service and samples will be gladly sent.



1915 *A Quarter-Century of Leadership* 1940

CHICAGO PRINTED STRING CO.

2320 LOGAN BLVD.
225 FIFTH AVE.

CHICAGO, ILL.
NEW YORK, N. Y.



WESTERN UNION

will do these 3 big jobs for you

A sample in the hand is worth three in the factory—and Western Union KNOWS HOW to get it in the dealer's hand—in the consumer's hand—in the hand of the professional man. Overnight, if desired.

Millions of samples delivered for the nation's shrewdest merchandisers prove that the Western Union way is direct—economical! impressive!! dependable!!!

Call the Western Union manager for the cost of this service locally, by states, or simultaneously over the nation.



• **SAMPLE CARTON TO DEALER** •
with counter display and special message.



• **SAMPLE TO CONSUMER**



• **SAMPLE TO PROFESSIONAL MAN** •

WESTERN UNION *Distribution Service*

The Finishing Touch

TO ANOTHER
ALL-AMERICA
WINNER!



Richard M. Krause, Inc.

DESIGNERS · ENGRAVERS · PRINTERS

52 East 19TH Street

New York City

Another All-America Winner!

Seal on William Penn bottle — FIRST AWARD WINNER — GLASS CONTAINER GROUP.

The re-design of the William Penn line of whiskies required fine craftsmanship. All the component parts of the package were created by master craftsmen — the bottle, a variation of an 18th century design; the label; and, for the true finishing touch, a Krause embossed seal!

The seal provides the one spot of vivid color that lifts the entire package to the level of an All-America Winner. Designers DeVauchier, Blow & Wilmet picked Richard M. Krause to create the label, knowing full well that the firm's 40 years of successful embossing would insure the production of a perfect seal, in color, clarity and swedge.

The fine workmanship, the capable facilities of Richard M. Krause are available for the production of *your* embossed labels and seals whether your product be whiskies, cosmetics, groceries or any of a hundred different varieties. We can fill your embossing bill to perfection!

RICHARD • M • KRAUSE • INC

Designers — Engravers — Printers

52 EAST 19th STREET NEW YORK, N. Y.

Phone ALgonquin 4-6760

CHICAGO
A. J. ANDERSON
429 West Superior Street
Chicago, Ill.

PHILADELPHIA
JAMES R. GILMORE
1729 Arch Street
Philadelphia, Pa.

NEW ENGLAND
ROBERT SHAW
136 Thorne Street
Bridgeport, Conn.



TOP AWARD WINNER *by Dorfman*

Fine set-up boxes, printed in two well-chosen colors and embossed to give a rich effect, encase the beautiful Schick Dry Shaver—Top Award Winner in the miscellaneous group of the All-America.

HONORABLE MENTION

Set-Up Paper Box Group

This interesting book package was designed as a gift box that could be shipped flat. Executed by Dorfman to Horace Terrell's ingenious design, this unusual package has jumped sales of these \$1 over 300% in a four-week period following its introduction. At the same time it put \$1 books into the \$5 gift class for the holiday trade.

A. Dorfman Co. Inc.

57 West 19th Street

New York, N. Y.

by Dorfman



5 out of 9* HONORS in DISPLAYS



* 3 out of 5 in Window Displays,
2 out of 3 in Floor Displays,
in the total of 9 lithographed
displays awarded honors in
all classifications.

ARTHUR R. BOTHAM
Coty, Inc. DESIGNER

HIGHEST HONORS IN WINDOW DISPLAY ALL-AMERICA PACKAGE COMPETITION

"Plastacele" Plastic
by DUPONT

Credit for this remarkable record belongs to *intelligent cooperation*—to harmonious collaboration between advertiser or agent and lithographer (or all three), in translating a designer's artistic inspiration or a sound merchandising or advertising idea into displays that not only win awards, but make SALES.

These honors were awarded for sound conception, ingenuity in construction and superior quality in execution, with special credit for extraordinary *realism* in reproduction, achieved by the exclusive Einson-Freeman process combining direct color with deep etch lithography.

Einson-Freeman has a unique background of four decades of display specialization. It will definitely pay advertisers to find out what this experience can contribute to the effective development of a display program that will produce.

EINSON-FREEMAN CO., Inc.

Awarded to EINSON-FREEMAN

Pepto-Bismol
for upset stomach



Agency:
Lawrence C.
Gumbinner



Z.B.T.
The baby powder
with olive-oil



FLETCHER'S CASTORIA
The only laxative for children



CASTORIA
Gentle, yet powerful.
Prevents constipation

MOTHER...

We carry everything for your
baby's comfort and health
COME IN—let us show you!

Agency:
Young & Rubicam, Inc.



HONORABLE MENTION
IN WINDOW DISPLAY



Agency:
Brooke,
Smith, French &
Dorrance, Inc.



Agency:
Erwin, Wasey
& Co., Inc.

HONORABLE MENTION
IN FLOOR DISPLAY

LITHOGRAPHERS LONG ISLAND CITY, N. Y.



TOP AWARD
GLASS CONTAINER GROUP

Raymond Loewy's original and beautiful design for Frances Denney toiletries was executed completely at Carr-Lowrey's plant. The production of these exquisite bottles, with their unique design of script initials, has been a satisfying task. We congratulate Mr. Loewy for his creation and Frances Denney for their TOP AWARD in the glass container group of the All-America Competition.

The di
permi
made
wishes
won a



"The cooperation and understanding of a firm such as Carr-Lowrey make it possible for the designer to achieve unusual results with a minimum of time, effort and wasted motion. Many Thanks."

—RAYMOND LOEWY

"3-Point" Service=3 Awards

We like to see our glass containers win out in package competitions. We like to know that super-critical boards of judges think well of our bottles. We like to hear people say nice things about our work.

But these awards simply confirm a fact that has been known to our customers for a long time. Namely, that people like to buy drugs, cosmetics, household specialties and foods that are packaged in Carr-Lowrey bottles.

If you manufacture products of this kind, you ought to know about our "3-point" service: the creation of glass containers that are (1) Attractive, (2) Practical, (3) Economical.

Perhaps we can help you win the biggest and most thrilling prize of all—more sales!

Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue

Chicago Office: 1502 Merchandise Mart

The dispensing bottles, with special "well-tops", (which permit easy filling) used by Sheaffer's for SKRIP are made by Carr-Lowrey. We extend our sincerest good wishes for the ever-increasing success of this line that won a TOP AWARD for the Sheaffer Pen Company.

Bottles for the distinctively-packaged Wisley "Marine" and "Old Fashioned Lavender" lines of quality men's toiletries were produced by Carr-Lowrey. We congratulate the Allen B. Wisley Distributing Co., of Chicago, Ill., for their fine designs and for their "All-America" Award.





Top Award

All-America Package Competition COMPARTMENT FIBRE CAN HOLDS FOUR SEPARATE CHEMICALS

The Defender Photo Supply Company, Inc., had quite a problem, the packaging of four different but supplementary film developing chemicals. This unusual, moisture-resistant, compartmentized can with its small inner containers solved the problem nicely.

The small inner containers were manufactured by our affiliate, the Stone Paper Tube Company of Washington, D. C., who specialize in smaller packages of this type.

We have the facilities to give you a complete package. Our factories are amply equipped to give you high-speed, quantity production. The quality of our work and service speaks for itself. Our customers know this and we would appreciate the opportunity of showing you.

YOUR INQUIRY IS SOLICITED

PLATT CORPORATION
BALTIMORE MARYLAND

1939
1939
1936
1935
1934

Cust

ANOTHER
ANDRO
PRODUCE

THE W
NEW YORK

1939 ALL - AMERICA
PACKAGE COMPETITION

★
**TOP
HONORS
AGAIN!**

SETTING THE PACE



FOR THE ENTIRE FIELD!

- 1939** Floor Display Division, Top Award—for W. A. Sheaffer Pen Co., "Scrip" ink and adhesives. (Shown above, right.)
- 1939** Counter Display Division, Honorable Mention—for International Cellucotton Corp., Kotex "Fibs". (Shown above.)
- 1936** Counter Display Division, Gold Medal—for The Washburn Co., "Vend-A-Pak", packaged household hardware.
- 1935** Counter Display Division, Gold Medal—for The Washburn Co., Androck Balanced Kitchenware.
- 1934** Counter Display Division, Bronze Medal—for the Burgess Battery Co., flashlights.

★ Five All-America Awards in four years! No wonder Androck has set the pace for the entire display field! But the *real* reward to ourselves and the manufacturers we serve is the *sales effectiveness* of not only these prize-winning displays, but also the other thousands of displays we've designed and produced. This growing success has won us the privilege of developing custom-built, sales-making displays for almost every type of product—bagged, boxed, bottled, canned, wrapped and bulk! Here is a wealth of experience in solving display problems that is yours for the asking . . . without cost or obligation. Won't you write us . . . today?

Custom-Built COUNTER, FLOOR, WINDOW, WALL & SIDEWALK TYPES

ANOTHER
ANDROCK
PRODUCT

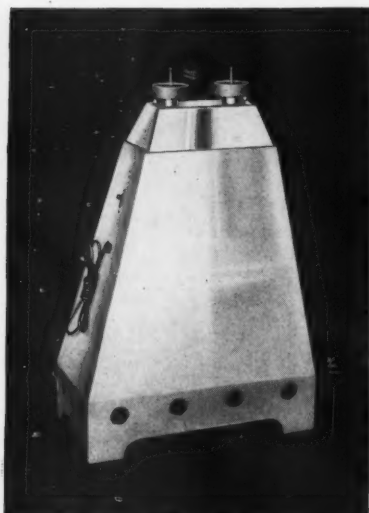
ANDROCK *Wire* **DISPLAYS**

THE WASHBURN COMPANY • WORCESTER, MASS. • ROCKFORD, ILLINOIS
NEW YORK OFFICE, 250 BROADWAY, BARCLAY 7-0100 ★ ASSOCIATED COMPANY, MICHIGAN WIRE GOODS CO., NILES, MICHIGAN

MACHINERY OF ENGINEERED-DESIGN

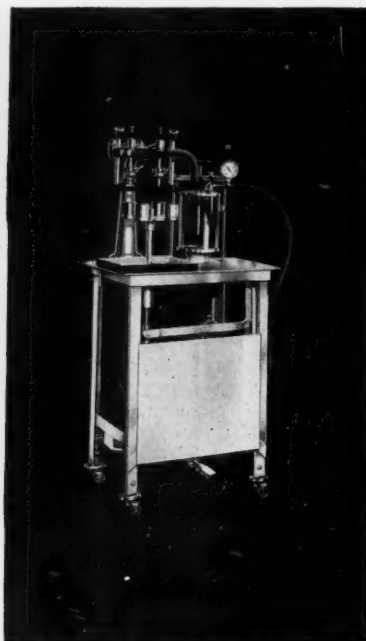
ILLUSTRATED directly below are three (3) units of our manufacture out of a complete line of bottling and packaging machinery that comprises over 150 different styles, types and sizes of machinery. The complete line of bottling and packaging machinery, as engineered and manufactured by this organization, includes Washing, Washing and Draining Machines and Washers and Dry-

ers in straightline, rotary and revolving types, Air Cleaners, Direct Pressure, Gravity and Vacuum Filling Machines, in straightline and rotary types, Conveyors, Stills, Filters, Cappers, Corkers and miscellaneous kindred equipment. The scope of the complete line of machinery can best be expressed by stating that prices on individual units range from a minimum of \$1.75 to a maximum of \$15,000 per machine.



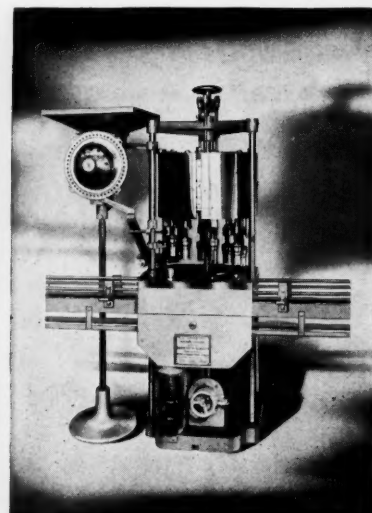
**2-TUBE
AIR CLEANERS**

MODERATE in cost, efficient in action, requiring but little floor space, with a cleaning speed of 30 to 45 containers per minute, this two-tube air cleaner does an efficient and low-cost job of thoroughly cleaning containers before they are fed to the filling machines. The cleaning tubes are normally furnished in brass, nickel-plated, and 10 tubes in all (5 sets of 2 each) will take care of the entire range of containers to be cleaned, including all types, styles and sizes of neck finishes and sizes of containers. All sizes of tubes are interchangeable. Bottles are cleaned when they are in an upside-down-vertical position, where natural gravity, combined with man-made compressed air, does the job of cleaning rapidly and efficiently at a very low cost per bottle.



**2-TUBE
VACUUM FILLERS**

OPERATING on the vacuum principle of filling, this machine will fill 500 to 1400 containers per hour. Designed to fill directly from a 5-gallon bottle, barrel or low storage container. Not necessary to elevate the product so as to have a natural gravity flow to the machine. Two containers are filled simultaneously. Unit is semi-automatic in action. Not necessary to use filling trays, thereby eliminating a double handling of containers. Can be furnished with standard heads for filling cork or screw cap ware, or a special head can be furnished for filling all-glass-sprinkler-top-shaker bottles.

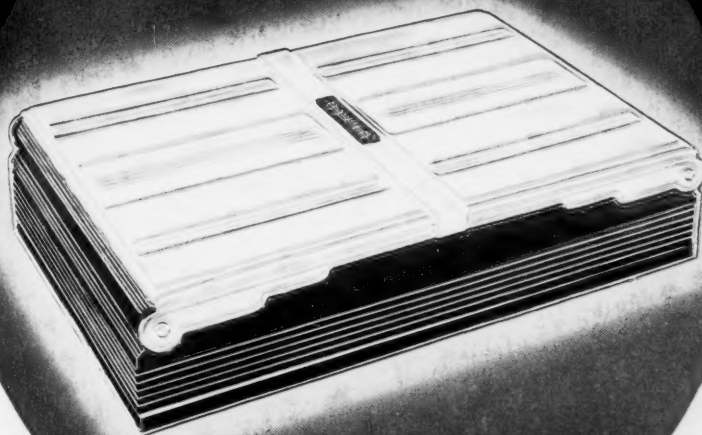


**8-HEAD
ROTARY CAPPERS**

COMBINING large output capacity, general flexibility and mechanical simplicity, these fully-automatic cappers do a splendid, rapid and efficient closing job. Capping speeds are 60 to 120 capped containers per minute. Will handle all sizes of screw caps, ranging in size from 15 to 70 millimeters as standard. Capping chucks capable of taking both larger and smaller caps than 15 and 70 millimeters can be furnished upon special order. Because 8 capping chucks are used, the entire machine can be run at a slower speed to get 120 capped containers per minute. This slower operating speed does much to increase the total life of the capper. Capper will handle screw caps fabricated of any material, including those molded of plastics.

U-S BOTTLERS MACHINERY CO.
4032 NORTH ROCKWELL STREET • CHICAGO

A Gift Box



FOR ARMOUR AND COMPANY
by

BOYNTON

SPECIAL PACKAGING DIVISION

& COMPANY

CHICAGO, ILLINOIS

ALIVE to the demands of Modern Merchandising for the BEAUTIFULLY DIFFERENT in Gift Packaging... Armour and Company's 1939 Xmas Gift Box of green metalized wood with "dual swing" satin finished (solid) brass covers reflects the alertness and ingenuity of our Packaging Division.

* We can help YOU obtain the unusual in design and composition when planning your gift boxes, silverware chests or counter displays, made of carved, molded or embossed wood in conjunction with metals and plastics.

* Adequate production facilities permit us to be
STRICTLY COMPETITIVE

PRECISION WOODWORK—SINCE 1885



R I

Another ALL-AMERICAN Winner *

We want the Good-Will of our Community

- 1 We pledge our full cooperation to maintain the service of this establishment so that it will at all times be a credit to the community.
- 2 We advocate moderation.
- 3 We believe that drinking and driving do not mix.
- 4 We will not sell to minors.
- 5 We believe in living up to the spirit—as well as the letter of the law.
- 6 We will not practice "substitution."
- 7 We carry "the finest" whiskies, gins, wines and cordials.
- 8 We earnestly strive to merit the confidence of our customers.
- 9 We need fair competition: we want your patronage.

*Presented to this Establishment by
THE HOUSE OF SEAGRAM*

* Window display, created and produced for Seagram Distillers, Inc., which won FIRST AWARD in Window Display Group—1939 ALL-AMERICA Packaging Competition

Good Will Campaign Sponsored by
The House of Seagram

Planned
Promotional
Advertising

KINDRED, MAC LEAN & CO., Inc.

43-01 TWENTY SECOND ST.
LONG ISLAND CITY, N. Y.
Phone STILLWELL 4-7212

75 years of progress

1865 - 1940

Founded in 1865, this company has always been in the van of progress. It is one of the few complete printing establishments in America with . . .

A Chemical Laboratory, to solve the many problems in modern packaging;

An Art Department, expert in creating sales impelling Labels, Wrappers, Calendars, Folders and Direct Mail advertising;

A Photo Engraving and Electrotyping Department, complete in every detail;

An Ink Mixing Department, specializing in formulating the new Gloss Inks, and the application of the various Varnish and Lacquer Coatings;

Modern Multi-Color Equipment in both Offset and Letter-press Divisions;

An Organization of All American Craftsmen, who have been recruited largely from the families of the early workers with this company;

An Ideal Fire-Proof Building, well-lighted, air-conditioned, with ample storage facilities for raw materials and finished product.



WOODWARD & TIERNAN PRINTING COMPANY

ESTABLISHED 1865

SAINT LOUIS

PHILADELPHIA

NEW YORK

CHICAGO

FLEMING-POTTER LABELS

TAKE TOP AWARD FOR

BUFFALO SPRINGS DISTILLING CO.

Labels & Seals Group



Once, again, Fleming-Potter labels mark a winner in the All-America. This time it's the Buffalo Springs Distilling Co. of Kentucky, on a liquor package for "Boots and Saddle" Bourbon. The design was created with the intention of linking old Kentucky traditions, already implanted in the public's mind, of fine horses and fine whiskey with this new pedigreed Bourbon whiskey. Success has been swift and complete—the sales of the new package exceeding those of all other packaged goods of the company in less than sixty days after its inception.

Fleming-Potter congratulates the Buffalo Springs Distilling Co. on winning TOP AWARD in the labels and seals group. Top Award 1939 won by Fleming-Potter Co. for Carstairs Bros. Co. labels.

Write us for samples and specific answers to your labelling questions.

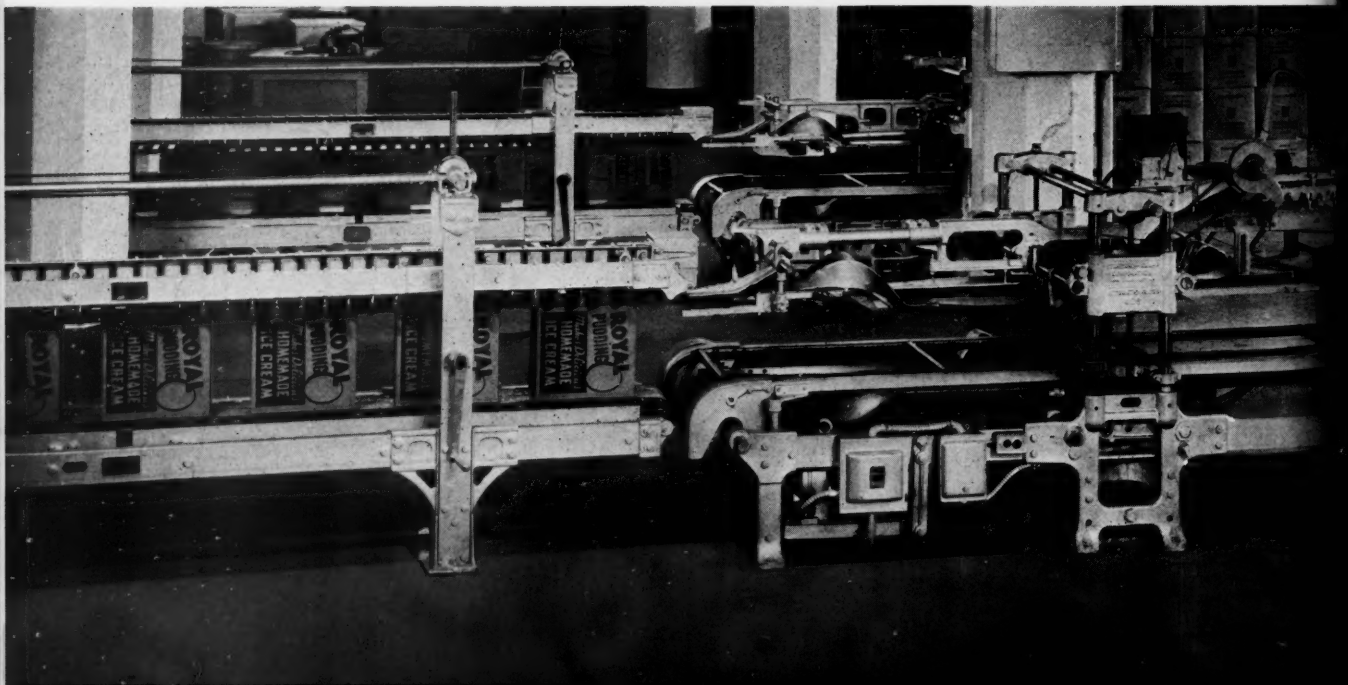
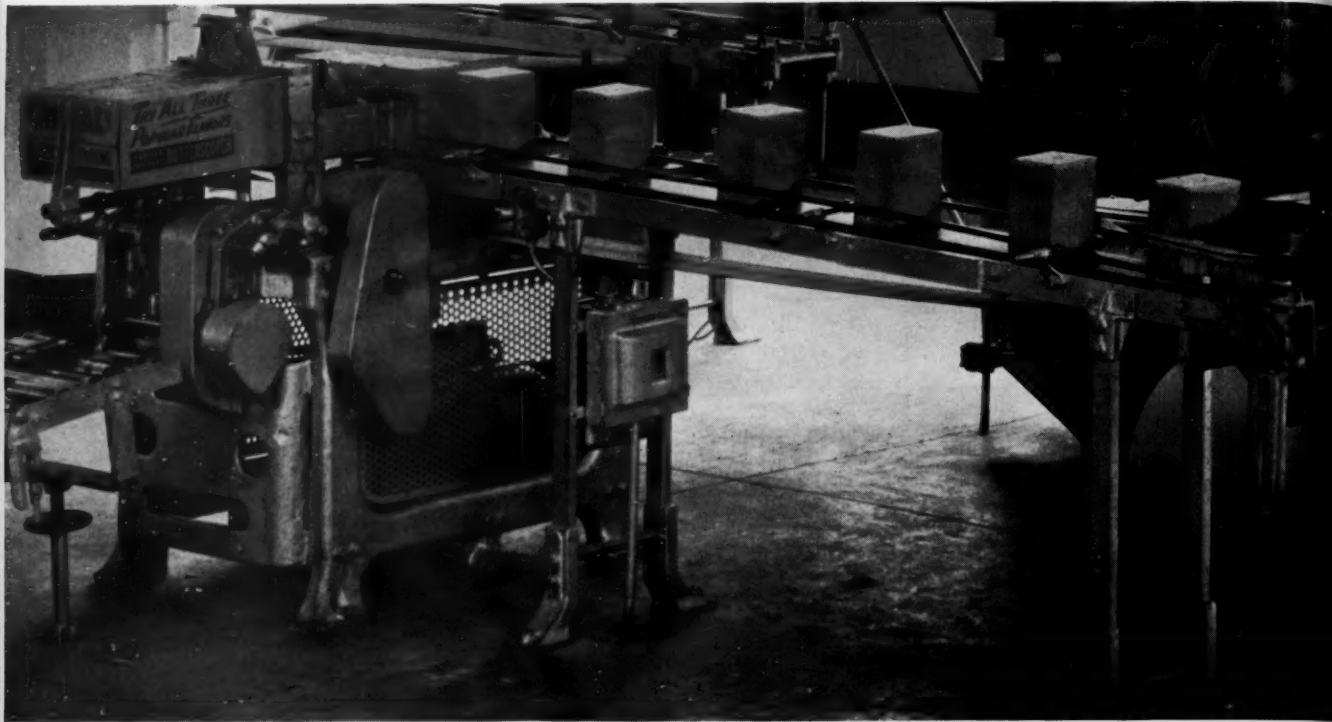
FLEMING-POTTER COMPANY

INCORPORATED

PEORIA

ILLINOIS

WINNERS IN MACHINERY AS ALWAYS



Again does STANDARD-KNAPP come through an All-America with colors flying. Five clients won TOP AWARDS. This is a record of which we may be proud—and we are! It is also a record of which you may take advantage.

STANDARD-KNAPP EQUIPMENT



**ROYAL PUDDING Standard Brands
TOP AWARD Machinery Group**

Uses

**STANDARD-KNAPP
Case Filling Equipment**

You, too, can have the benefit of All-America equipment on your packaging line. Our machines are 100% automatic in operation. Our experience with packing room problems is of great value to customers contemplating changes in existing plants or the planning of new layouts. For full particulars, call or write any address below.

STANDARD-KNAPP Also Helps to Package Five Other Top Winners



All 3 Use STANDARD-KNAPP Case Sealing Equipment

**HANLEY'S
SILVER JUG
Top Award
Metal Container Group**



**McKESSON
'HAT-BOX'
Top Award
Set-up Box Group**



**SCHINN
'CYCLETAINER'
Top Award
Shipping Containers**



**STALEY'S SYRUPS
Top Award
Closure Group
Uses STANDARD-KNAPP
Labeling Equipment**



**McCORMICK'S IRON GLUE
Top Award
Metal Container Group
Uses STANDARD-KNAPP
Case-Filling Equipment**

STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 32nd Place • LONG ISLAND CITY, N. Y.

Paul Brown Building
ST. LOUIS, MISSOURI

208 W. Washington Street
CHICAGO

702 Society for Sav. Bldg.
CLEVELAND

300 Seventh Street
SAN FRANCISCO

420 S. San Pedro Street
LOS ANGELES

3224 Western Avenue
SEATTLE

1208 S. W. Yamhill Street
PORTLAND, OREGON

Windsor House, Victoria Street
LONDON, ENGLAND

THE LEADERS ARE SWITCHING TO THESE TOUGHER

New England
SHEFFIELD PROCESS
TUBES



*The Roster
of New England
Tube buyers
reads like a
who's who of
Drugdom!*

CONVINCING evidence of the merit of any product is the calibre of those who use it. The Sheffield Process tubes we make are rapidly winning preference with outstanding leaders in such manufacturing fields as Drugs, Cosmetics, Foods, Paints, Adhesives, Oils and Greases. Exceptional toughness . . . strength that defies abuse . . . is one of the desirable features that causes so many to turn to these better tubes. Our exclusive "VINICOTE" series of highly perfected inner coatings; thorough inspection methods; the expert printing and simultaneous shipment of fine cartons with the tubes; unusual cooperation in product research and package design . . . these are other advantages that have helped us to attain the position of America's largest independent manufacturer of collapsible tubes.

If you, like so many others, wish to avoid consumer complaints caused by inferior tubes, specify our "Sheffield Process" Tubes on your next order. Or, write our nearest sales office for all particulars, today.

NEW ENGLAND COLLAPSIBLE TUBE CO.

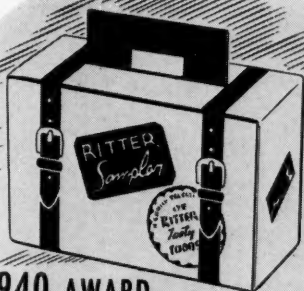
3132 SO. CANAL STREET, CHICAGO • NEW LONDON, CONN. • W. K. SHEFFIELD, 500 FIFTH AVENUE, NEW YORK
N. CAY MATTHIEU, 1965 PORTER ST., DETROIT, MICH. • THE WILCO CO., 7016 MCKINLEY AVE., LOS ANGELES, CAL.
EXPORT DIVISION: 116 NASSAU STREET, NEW YORK, U. S. A.

Gair PLAN

FOR PRODUCING WINNING PACKAGES

Gair has a system ... for designing and producing packages and shipping containers that are profitable for those who use them ... which is consistently successful. Year after year the prizes we gather in various packaging contests indicates that the plan works ... and the secret lies in the infinite pains we take with every package problem.

HERE'S
HOW
WE
WORK



A 1940 AWARD

This winning package in the 1940 All-America Packaging Competition, for P. J. Ritter Company, was both designed and made by Gair. Furthermore, we supplied the material for three of the other prize winners this year. Promoting the sale of related or companion items, of assortments and of larger units of sale can often be materially aided by astute packaging ... as Ritter has done so successfully with their Sampler.

ROBERT GAIR COMPANY, INC.
155 East 44th Street New York

FOLDING CARTONS BOXBOARD FIBRE & CORRUGATED SHIPPING CONTAINERS

TO PACKAGERS AND SHIPPERS EVERYWHERE:

Twice a month our Board of Experts meets at our Piermont, N. Y., Brooklyn, N. Y., and Cleveland, Ohio Folding Carton Plants to review critically both the cartons made in our plants since the last meeting and any others presented for clinical report, and to offer constructive suggestions to customers and plants for further improvement.

The board consists of Miss Lane Marchon, our Art Director and a leader in carton design; J. D. Malcolmson, head of our Promotion Department, former fellow at Mellon Institute and an authority on paper shipping cases; and Arthur J. Weiss, our structural designer, author of Fashions in Cartons, and designer and patentee of many popular folding carton styles; together with Production and Sales Directors of the plant at which the meeting is held.

In this clinic, the cartons are subjected to the scrutiny of each expert separately, then their suggestions are combined into a recommendation which embraces the artistic, structural and practical elements which point toward a better and more profitable carton.

Would you not like to have one of your cartons, or a series, reviewed by our Board of Experts? There is no charge -- simply write us and your sample will be put before the Board at its next meeting in the hope that a suggestion of value will result.


Cordially yours,

Robert Gair Company Inc.



PACKAGING CLINIC

ROBERT GAIR COMPANY, INC. • 155 EAST 44TH STREET • NEW YORK, N. Y.
GAIR COMPANY CANADA LIMITED, TORONTO, ONTARIO



Shown are a few of the Kurz-Kasch Plastic Powder and Rouge containers used by such great names as Elizabeth Arden, Luxor, Park & Tilford, Paris Cosmetics, House of Westmore, Maybelline, Richard Hudnut. Many stock molds — in your choice of colors, and in bakelite, plaskon or beetle — are available for your use.

PUZZLED
by a **PACKAGE PROBLEM?**

KURZ-KASCH
has the Answer!

The Plastic containers shown on this page are a handful from the hundreds of Kurz-Kasch plastic packages now in use. Whether you select a standard style, or one custom-created for your individual use, you can expect a better package from Kurz-Kasch.

It isn't just molded bakelite or plaskon or beetle that Kurz-Kasch offers. It's engineering and technical skill that masters the jobs that others won't tackle. It's the production facilities that can handle any kind of order in any quantity. It's the experience — decades of it — that stands guard over every order in the plant. These are the advantages that add up to this important fact: IF IT'S A PLASTIC PROBLEM, KURZ-KASCH HAS THE ANSWER.

If you have never put a plastic problem up to us — try it. Write describing your product and the kind of package you hope to perfect. We'll do the rest.

KURZ-KASCH, INC.
DAYTON, OHIO

One of the largest exclusive molding plants in the country.

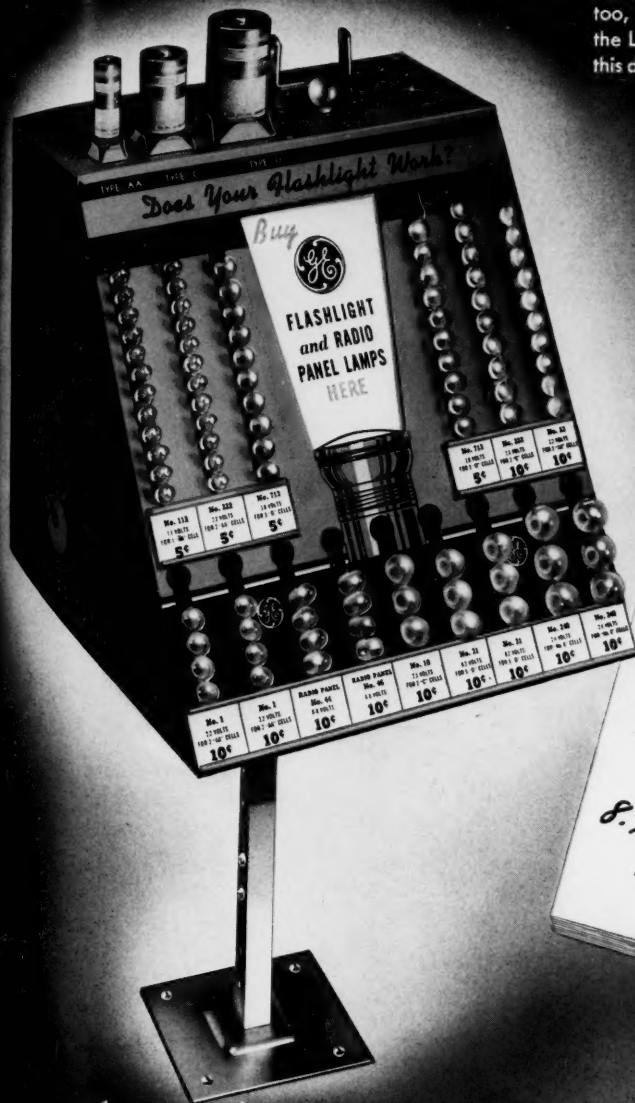
Sales Offices in Chicago, Cleveland, Detroit, Milwaukee, New York, St. Louis, Dallas, Los Angeles, Toronto.

The K-K EMBLEM —
SYMBOL OF PLASTIC SERVICE

Sells on 8 Counts

WINS TOP AWARD IN COUNTER OR SHELF DISPLAY GROUP

When a display is designed to do a job on eight counts and does it well, it's bound to be the star salesman on every counter. It's significant, too, of the judges' decision—"top award". It's further significant that the Lamp Department of the GENERAL ELECTRIC COMPANY who designed this display selected the Advertising Metal Display Company to produce it.



Winning top awards two years in a row, ADVERTISING METAL DISPLAY COMPANY again demonstrates its ability and facilities to produce effective and economic displays. Consult us in the designing and manufacturing of your next merchandising display.

ADVERTISING METAL DISPLAY COMPANY

FACTORY AND GENERAL OFFICE: WASHINGTON AND GREEN STREETS, CHICAGO, ILLINOIS

Eastern Division: 2 East 23rd Street, New York City

Representatives in All Principal Cities

SPECIALIZING IN METAL DISPLAYS AND SIGNS

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*Is She
Pointing to Your Product
or a Competitor's?*

STOP THE EYE WITH COLOR

You know the value of color. Use it to boost your sales. Pack in distinctive Maryland Blue. Retailers will want to display your product because it is colorful, attractive. Consumers will "spot" it more easily, be reminded to buy. And in the home, color advertises your product, helps to insure repeat sales.

START THE SALE WITH COLOR

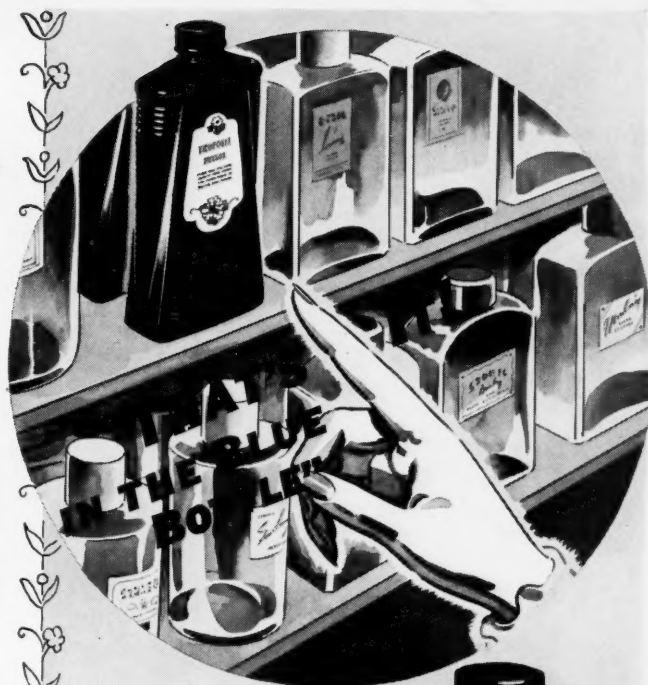
You know that blue is a synonym for quality. True blue, blue book, blue blooded immediately bring to mind character, integrity, high rank, prestige. Give your product a quality appearance—pack in Blue. Maryland Blue bottles and jars are available in a wide variety of attractive stock designs. Tell us the nature of your product and sizes in which it is packed and we will submit appropriate samples.

PACK TO ATTRACT IN



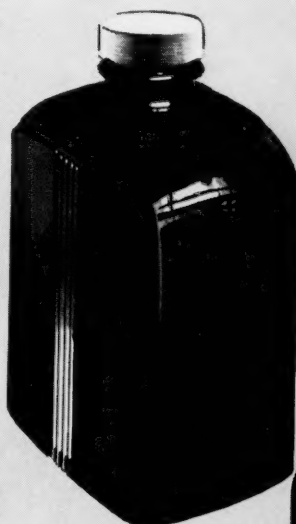
MARYLAND GLASS CORPORATION, BALTIMORE, MD. . . New York: 270 Broadway. . . Chicago: Berman Bros., 1501 S. Laflin St. . . St. Louis: Carl Floto, 1908 Clark Ave. . . Memphis: S. Walter Scott: 435 S. Front St. . . Kansas City, Mo.: Aller Todd, 1224 Union Ave. . . San Francisco: Owens-Illinois Pacific Glass Company.

Also Available in Clear Glass



CHESAPEAKE OVAL

Available in 4, 6, 8, 12, 16 and 32 oz. sizes.

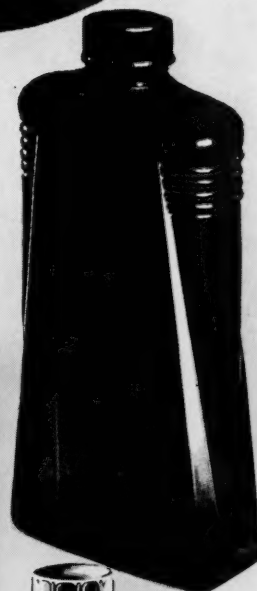


CABINET SQUARE

Available in 1/4, 1, 2, 2 1/2, 3, 4, 6, 8, 16 and 32 oz. sizes.

FRENCH SQUARE

Available in 1/4, 1/2, 1, 2, 4, 6, 8, 10 and 16 oz. sizes.



AGAIN "NATIONAL" CLIENTS



HUDSON'S BAY COMPANY ADOPTS STUNNING NEW PACKAGE FOR WOOLEN BLANKETS MARKETING SINCE 1779

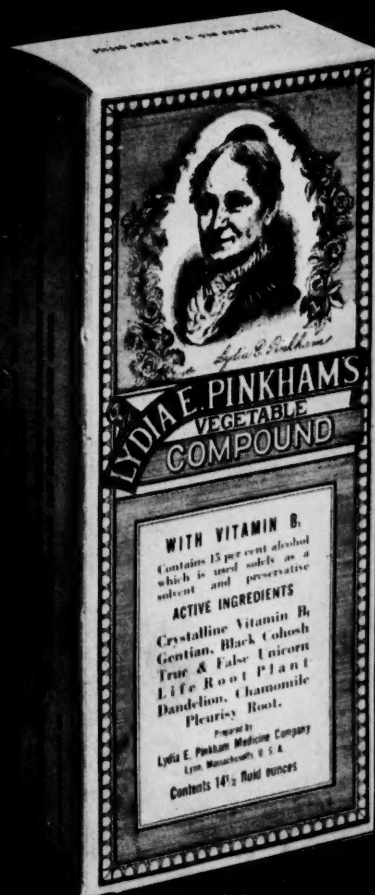
Recognizing that plain brown paper wraps were inadequate for packaging their gorgeous all wool blankets, and were totally lacking in sales appeal, the Hudson's Bay Company invited National to study their packaging problem. The solution was based on making the package presentation as compelling, in-

viting and beautiful to the consumer as the blanket itself. Years of experience in handling photography, color and lithography combined with a knowledge of practical folding box construction enabled NATIONAL to produce the box above, which is daily proving its "sales-ability" in thousands of retail stores.

WIN "ALL-AMERICA" AWARDS

Lydia Pinkham

REPACKAGES ITS WELL-KNOWN PRODUCT IN A BOX
"made by National"



Few products on the American market have as long, wide and successful a sales record as Lydia E. Pinkham's famous Vegetable Compound. When its makers decided to discard the paper wrapper used for many, many years, they naturally called on National's experience and facilities to supply a safer and altogether more suitable package. Built to exacting specifications, this folding box forms the central theme for a completely new and modern production set-up.

These two samples are representative of thousands of outstanding folding boxes "designed and produced by National" during its almost fifty years of existence. If you want to give added "sales-ability" to your packages you are invited to advise with National's package engineers who assisted these two winners of All-America awards this year.

NATIONAL FOLDING BOX COMPANY

EXECUTIVE OFFICES & MILLS • NEW HAVEN, CONN.

NEW YORK

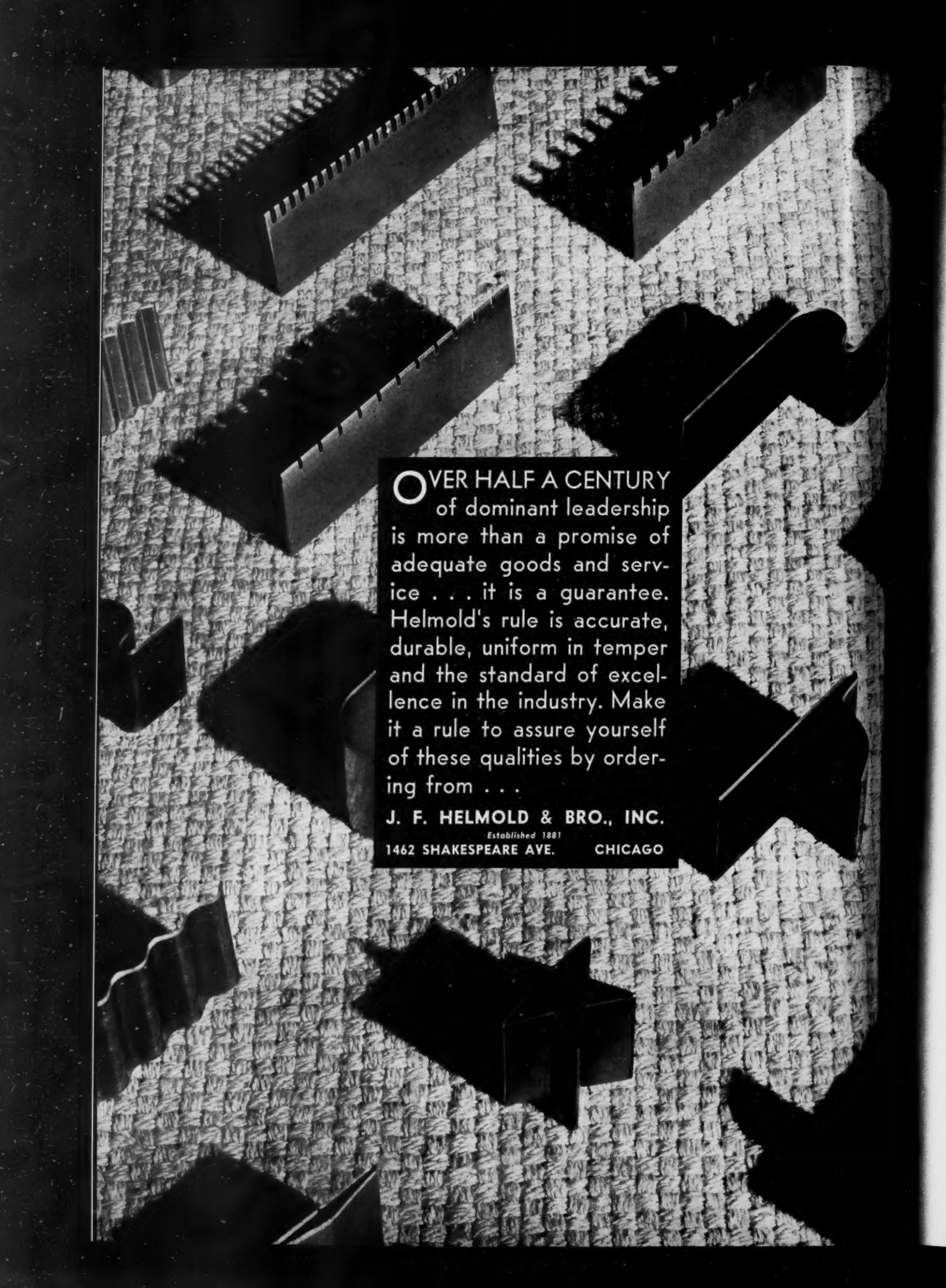
943 Chrysler Building

BOSTON

143 Newbury Street

PHILADELPHIA

1201 Chestnut Street



OVER HALF A CENTURY
of dominant leadership
is more than a promise of
adequate goods and serv-
ice . . . it is a guarantee.
Helmold's rule is accurate,
durable, uniform in temper
and the standard of excel-
lence in the industry. Make
it a rule to assure yourself
of these qualities by order-
ing from . . .

J. F. HELMOLD & BRO., INC.

Established 1881

1462 SHAKESPEARE AVE.

CHICAGO



WALTER F. TAYLOR & CO.
NEW YORK
WALTER F. TAYLOR & CO. COMPANY
NEW YORK
ESTABLISHED 1871

J U D G E D O N S I G H T !

Your Package!

Does it now have the power to attract and hold BUYER interest?

Color Adds Life!

Attracts attention and increases SALES-EFFECTIVENESS.

Display-Value Colors!

Our function in the designing and planning of packages is to provide a wide range of papers in attractive colors designed to STIMULATE THE SALE of your product.

We Suggest!

Colorama Papers

Smartly up-to-date colors with a new lustrous finish. Colors that are waterproof, rubproof, good-for-light. The paper folds well, lies flat, and is easy to use.

Would you like to have sample sheets? They would be sent immediately upon receipt of your request. No obligation, of course.

Hazen Paper Company Holyoke, Mass.

This is Plain Colorama; No. 152 - Japonica.

It is also available embossed in attractive designs—stocked in seven distinctive colors

Gold Leaf stamping by Peerless Roll Leaf Co., Inc., Union City, N. J.

Within
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Design

ARRO
REPRESENT
CHICAGO

Coty AND ARROW

WIN AGAIN



Within small space are shown 18 items, 16 color samples and 32 name specifications. Sturdily constructed of wood, protected by Monsanto Vue-Pak, the display gives thorough visibility, takes advantage of every natural light in the store, makes possible illumination of merchandise, and at the same time, provides a theft-proof, dust-proof interior.

Designed by **AUTHUR R. BOTHAM**



gain — for the second successive year, a Coty display, manufactured by Arrow has been picked as a winner, in the All-America contest.

Arrow craftsmen have cooperated in the designing and manufacturing of many other winning displays—displays that win attention—displays that win sales—displays that win prestige for their products.

Arrow's manufacturing facilities are so

diversified as to provide displays of wood, cardboard, metal, glass, or any combinations of these materials.

Arrow invites inquiries from those manufacturers interested in getting a complete designing and manufacturing display service.

Write for our illustrated folder of attractive displays—or for a representative to call. Telephone REctor 2-2480.

ARROW MANUFACTURING CO. INC., 15TH & HUDSON STS., HOBOKEN, N. J.

REPRESENTATIVES:

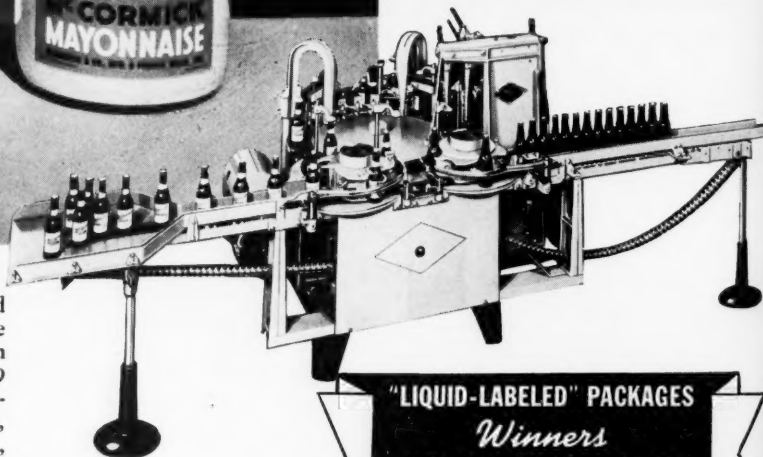
CHICAGO, George Boergerhoff, 29 E. Madison Street • PROVIDENCE, George Roberts, 149 Princeton Avenue • PHILADELPHIA, William Llewellyn, 201 S. 12th Street

Getting to be a Habit!



Family Group Winner
1939 All-American Competition

**AGAIN IN
1939**
"LIQUID-LABELED"
PACKAGES WIN
COVETED AWARDS OF
HIGH MERIT FOR
PACKAGING EXCELLENCE



● Once more packages labeled on Liquid Labelers have won a place among the top flight All-American Competition winners! This 1939 Award, added to those won by "Liquid-Labeled" packages in previous years, stands as clear evidence of accurate, dependable performance over the widest variety of labeling jobs . . . Other major awards in which Liquid shared honors were the Hanley Beer Can (filled on Liquid equipment) and the new Flavo-tainer Coffee package. (Liquid engineers participated in developing the methods which made this revolutionary package possible.) Write today for more information on Liquid Labeling methods.

THE LIQUID CARBONIC CORPORATION

3110 S. Kedzie Ave., Chicago, Ill.
Branches in 37 Principal Cities of the United States and Canada
London, England • Havana, Cuba
Manufactured in Montreal for the Canadian Trade

"LIQUID-LABELED" PACKAGES
Winners
YEAR AFTER YEAR

1934 Hoffman Beverages— Glass Container Group	1937 William Underwood Co.—Gold Award Labels and Seals Group
1935 Abbott Laboratories— Glass, Bottle and Jar Group	1938 Norwich Pharmacal Co.—Gold Award, Machinery and Equip- ment Group



LIQUID Labeling Machines



YOU CAN JUDGE A MAN BY HIS FRIENDS

It is certainly true that you can judge a man by the company he keeps — and this is equally true when applied to firms in business. Find out the customers that a company is serving, and you will get a pretty good idea of that company's ability to also be of value to you.

We think it applies particularly to Riegel Papers, for they have been adopted by leaders in almost every field. Your own packaging problem may resemble one of theirs — or it may be strikingly different — but in either case, our broad manufacturing experience and exceptional facilities should assist in giving you what you want from a combined standpoint of protection, appearance, production efficiency and economy. Write us today.

Riegel Papers

RIEDEL PAPER CORPORATION 342 MADISON AVENUE, NEW YORK, N. Y.



PRIZ


MEMO

*Gift Boxes
from
Pilliod
O.K.*

THE PILLIOD CABINET COMPANY • SWANTON, O. U.S.A.

PILLIOD CHESTS


PRIZE WINNERS AND *Sales Winners*
FOR 1939



International Silver
Company
Meriden, Connecticut



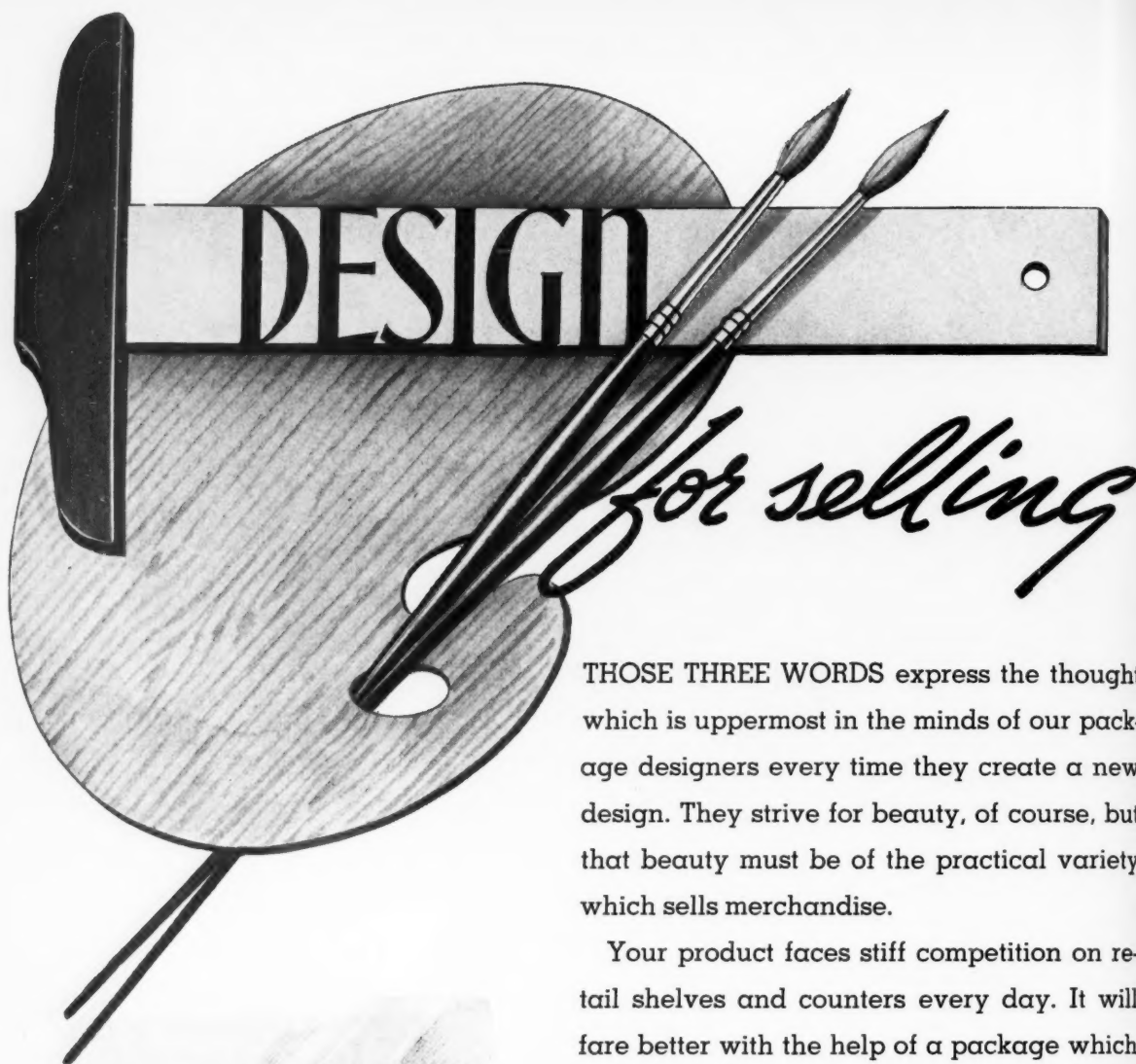
Bliley Electric Company
Union Station Building
Erie, Pennsylvania



NOVEL PRIZE WINNING DISPLAY
CREATED BY PILLIOD FOR
PRESS DRESS & UNIFORM CO., HUMMELSTOWN, PA.

Dentist Supply Company
220 West 42nd Street
New York, New York

THE PILLIOD CABINET COMPANY • SWANTON, OHIO



THOSE THREE WORDS express the thought which is uppermost in the minds of our package designers every time they create a new design. They strive for beauty, of course, but that beauty must be of the practical variety which sells merchandise.

Your product faces stiff competition on retail shelves and counters every day. It will fare better with the help of a package which is designed for selling; one that is striking enough to catch the eye and forceful enough to make them buy. Union maintains a staff of package designers to assist in the creation of just such a sales-winning package for you. These artists are ready to go to work on your individual packaging problems whenever you say the word.



See Our Exhibit at Booth 306, Packaging Show



UNION BAG & PAPER CORPORATION

WOOLWORTH BUILDING • NEW YORK

DAILY NEWS BUILDING • CHICAGO

PRIZEWINNER!

selected from 10,000 entries in 1939 "All America" award!

*Benrus presentation case
—covered with Spanish
grain Keratol*



Case made by
**FARRINGTON
MANUFACTURING
COMPANY**
Jamaica Plain
Mass.

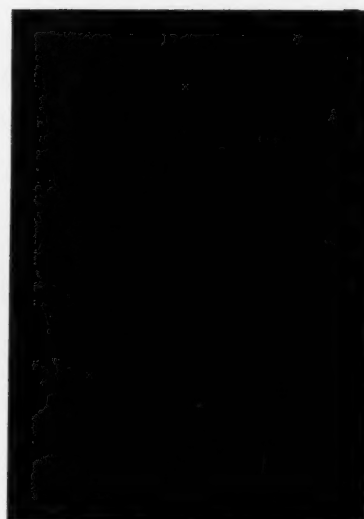


*An example
of distinctive*



"made to order—and to help sell"

If you've a product which deserves to be enhanced by a fine-looking case or bag—made to win instant appeal or convey the impression of luxury (as all gifts should) ask your case-maker to consult our "specialty department"—or do so yourself!



*Sample of Keratol English Russet
another featured Keratol style...*

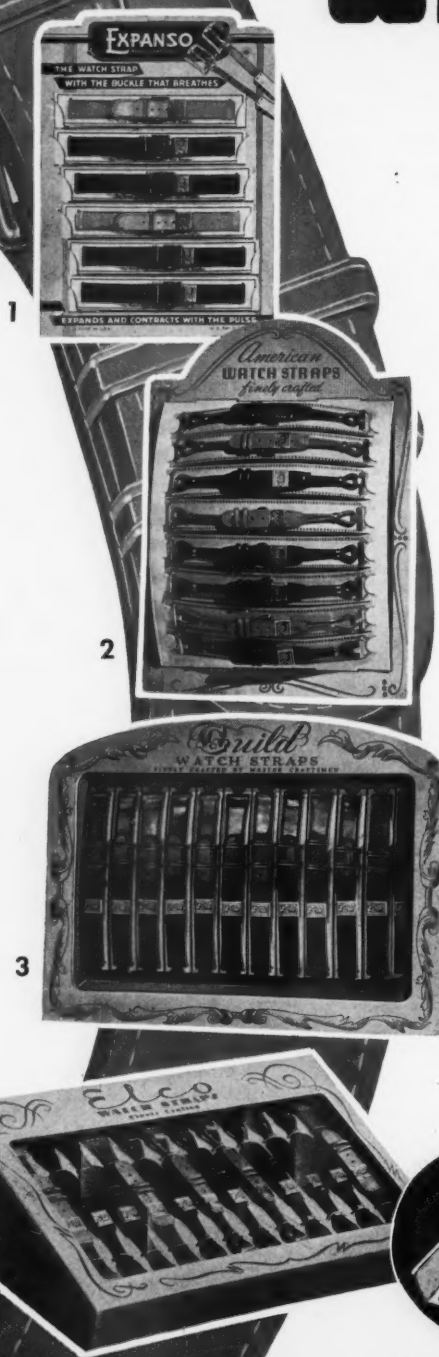
The KERATOL COMPANY

— Established 1898 —

26 FORD STREET

NEWARK, N. J.

What's Different *about* WATCH STRAPS?



THE AMERICAN STRAP COMPANY found that the same strap sold better to one dealer on a half dozen display unit and to another from a three dozen display unit, with other dealer preferences ranging between the two. The display budget, however, called for the same merchandising cost per strap.

Illustrated here are four of the merchandising displays which have solved AMERICAN'S problem.

1. The half dozen unit is a flat counter card with the straps attached to individual tabs.
2. The second unit holds eight straps on an interesting display construction utilizing a curved front panel which folds flat in shipment.
3. The third unit holds one dozen straps on a dramatic stage-like construction with the individually tabbed straps attaching directly to the back panel.
4. The fourth unit holds three dozen straps and unlike the others, takes a cabinet form. Only one dozen are displayed to the consumer thru an acetate window. The other two dozen straps are on separate shelves which fit into the unit as shown in the inset.

*What's different about
YOUR Product?*

Tell MERIT

We'll tell and sell your customers.
Manufacturers . . . Agencies . . . consult MERIT DIS-
PLAY on Creation, Production and Distribution.
FOR GREATER SALES AT POINT OF SALE.

MERIT DISPLAY CARD CO. 36 West 20th St., N. Y.
CHelsea 2-4217-8-9

Complete Production Facility
Letterpress, Screening, Die-
Mounting, Finishing, Lam-

DISPLAY DESIGN MERCHANDISING DISTRIBUTION

VOGUE
Inexpensive
tion. Brilliant
greater depth
nated with

MERIT

Alliteration Appeal

Otherwise "buried" stock made readily available in this complete counter unit. Constructed of figured red gumwood, maple plywood and screened mirror with electric flasher.



- **SLEEK** as a STREAMLINER
- **STRONG** as HERCULES
- **SMOOTH** as a "PETTY" GIRL
- **SELLS** LIKE HOT CAKES!

If you have a Display Problem,

Consult MERIT

For Greater Sales at Point of Sales!

Inexpensive counter or window display commands attention. Brilliant yellow paper printed in Royal Blue adds greater depth to third dimension of actual packages. Laminated with acetate to make durable and washable.

MERIT DISPLAY CARD 36 West 20th St., N. Y.
CO. CHelsea 2-4217-8-9

Display Production in
Wood, Glass, Plastics,
Metal, Cardboard.

DISPLAY DESIGN . . . MERCHANDISING . . . DISTRIBUTION

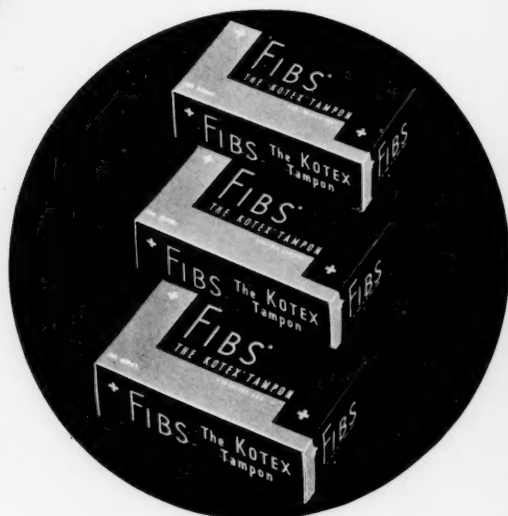
Awards



Won by
SUTHERLAND-made
Cartons

←
WILSON & CO., Chicago, Illinois
CERTIFIED PURE LARD PACKAGE
Top Award in Folding Carton Group

→
INTERNATIONAL CELLUCOTTON PRODUCTS
CO., CHICAGO. Honorable Mention in the Shelf-Display
Competition. Folding Cartons Manufactured by Sutherland.



←
KELLOGG CO., BATTLE CREEK, MICH.
KELLOGG'S KRUMBLES CARTONS (Series of 6)
Honorable Mention in Folding Carton Group



Sutherland **PAPER**
COMPANY
KALAMAZOO, MICHIGAN



TOP AWARD

in transparent wrap division, 9th All-America Package Competition goes to Shefford Cheese Company, Inc., users of Pliofilm* packages designed by Neostyle, Inc. This wrap has been directly responsible for a tremendous increase in volume of sales.

Designed by *Neostyle* INC.

NEOSTYLE produces sales-stimulating bags, wraps, containers and envelopes from Cellophane, Glassine and Pliofilm* printed in multi-color gravure. Let us design, or advise on, your next package.

Neostyle INC.
ESTABLISHED 1908
410 N. WABASH AVENUE
CHICAGO, ILLINOIS

*"Pliofilm" is a trade mark of the Goodyear Tire & Rubber Co., Akron, Ohio

**TO KIP CORPORATION,
OUR HEARTIEST CONGRATULATIONS—**
*on winning Top Award in the 1939 All-America
Package Competition with Kip
Tu-Ba-Gauze!*



• Kip Tu-Ba-Gauze—a sterile wet dressing—has just been awarded top honors in the Collapsible Tube Division of the All-America Package Competition of 1939! One of the outstanding factors in the triumph of Tu-Ba-Gauze was the fact that the container created a new aid in the treatment of wounds and burns. Kip Corporation had sought a method

of packaging wet dressings that would make them instantly available . . . the container had to be at once portable and durable—a package that could be sold, stored or used anywhere—in other words, a package unique in the wet dressing field. Of all the containers given consideration, Sun Tube Unitainers alone met every requirement!

SUN TUBE

CHICAGO, ILLINOIS
James L. Coffield, Jr.
333 No. Michigan Avenue

FOR THE 5th STRAIGHT YEAR A SUN TUBE TRIUMPHS—

in the Collapsible Tube Division!



CHAMPIONS come and champions go—but Sun Tube's leadership in the field continues! Sun's winning container for Kip Corporation marks the *fifth consecutive year* that a tube by Sun has won an award in the All-America Package Competition.

Kip Tu-Ba-Gauze proves once more that Sun Tube Unitainers can be adapted to almost limitless products and uses. Where other types of packages have been stumped, Sun Unitainers have demonstrated their adaptability time after time!

Unitainers are extremely convenient to transport and use. The filled package weighs only a trifle more than its contents alone. Unitainers need no separate openers. Your fingers do the trick without effort.

*You, Your Product and the Consumer
are all Protected*

Unitainers offer "perfection in protection." Leakproof sealing prevents damage from dust, germs, light, air, moisture or tampering. The customer knows, when he buys "Unitainered" products, that he's getting exactly what he wants in the same condition it left the factory.

Do you manufacture a product that sells—or would sell *faster*—in individual "doses" or "shots"? If you do, you ought to learn more about Sun Tube Unitainers. The shape—the size—the objective can be worked out quickly by Sun designers. Call for a "Sunalysis" of your packaging problem today!

CORPORATION, Hillside, N. J.

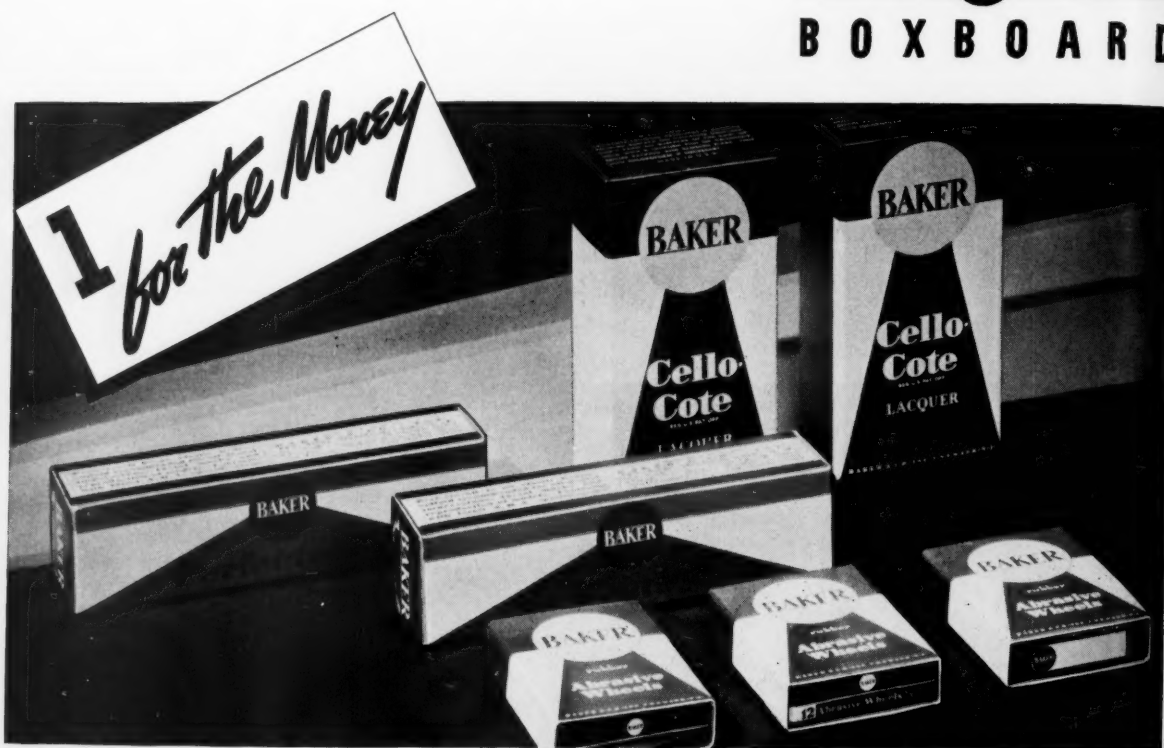
CINCINNATI, OHIO
G. M. Lawrence
1012 Elm Street

ST. PAUL, MINNESOTA
Alexander Seymour
701 Pioneer Building

LOS ANGELES, CALIFORNIA
R. G. F. Byington
155 No. Vermont Avenue

Ridgelo

CLAY COATED
BOX BOARD

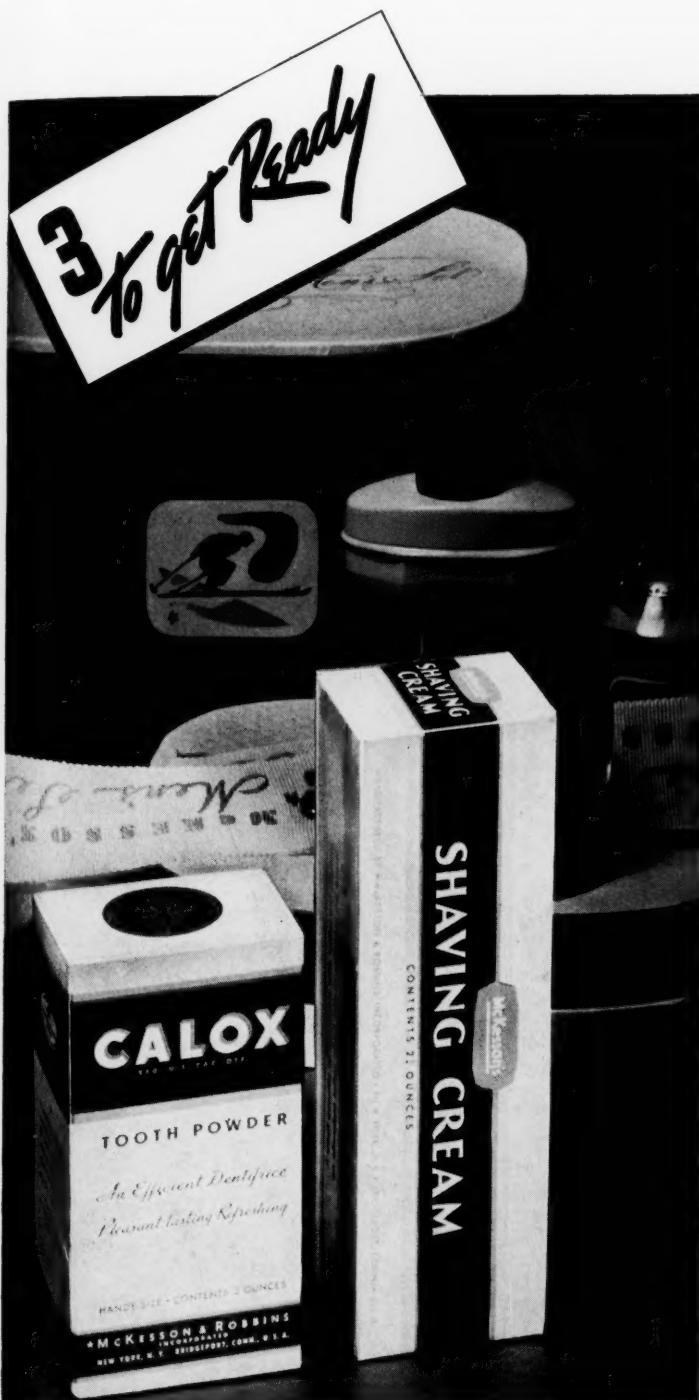


Baker Dental Products Packages—Family Group. Folding Cartons, Warner Bros. Co., Bridgeport, Connecticut, and Robert Gair Co., Inc., New York City.



McCormick Food Line—Family Group. Folding Cartons, Guilford Folding Box Co., Baltimore, Maryland

MADE AT RIDGEFIELD, NEW JERSEY BY LOWE PAPER COMPANY



1939 McKesson Men's Set—Set-Up Paper Boxes. Calox Tooth Powder, Individual carton, Warner Bros. Co., Bridgeport, Conn., Shaving Cream Carton, Continental Folding Paper Box Co., Ridgefield, N. J.

and 4 to Go
to

Ridgelo
CLAY COATED

BOX BOARD

The accepted leader for fine folding cartons . . . in printing efficiency . . . ink economy . . . beauty and distinction. Prize Winning cartons deserve Ridgelo clay coated, all others need it ---

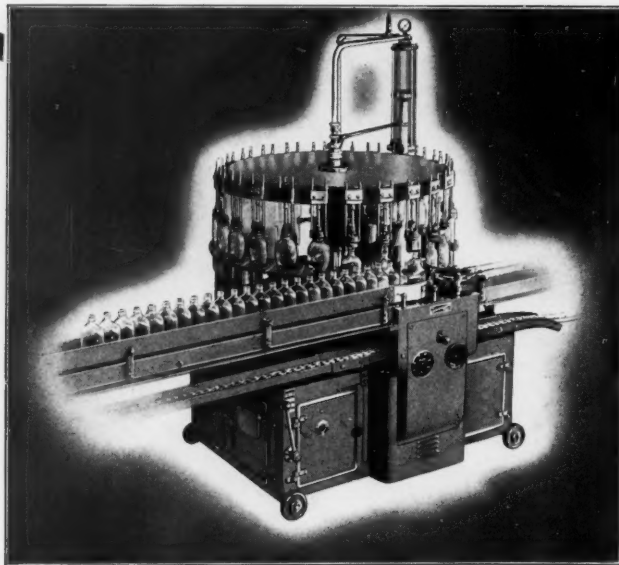
Suppliers to independent converters since 1906

MADE AT RIDGEFIELD, NEW JERSEY BY LOWE PAPER COMPANY

MARCH • 1940 • 99

★★★★★

4 All-America Winners have **KARL KIEFER** *Prize Winning Equipment*



IT'S not a mere coincidence that four of this year's All-America Winners chose Kiefer filling equipment. For efficiency-minded plant managers *everywhere* "call on Karl Kiefer"—for the benefit of almost fifty years' experience.

FROSTILLA
wins an "honorable mention"

POND'S
gets a "blue ribbon"

McKESSON & ROBBINS
men's line, "a first"

WILLIAM PENN
"high award" in whiskey

All four—and hosts of others—are filled neatly, accurately, economically on **KARL KIEFER AUTOMATIC FILLERS**.

We build full automatic—semi-automatic—hand-fed equipment for cleaning, filling, closing and conveying bottles, jars and tins. Filters, pumps, percolators.

★ **THE KARL KIEFER MACHINE CO.**

NEW YORK
BOSTON
CHICAGO

CINCINNATI, U. S. A.

LONDON, ENGLAND

SAN FRANCISCO
SEATTLE
LOS ANGELES



he **WINNER**

1939

Congratulations to **DAIRY SEALED, INC.**
(DIVISION OF THE BORDEN COMPANY)

This is the Pure-Pak machine that won highest honors for Class A machinery and equipment in the 1939 All-America Package Competition.

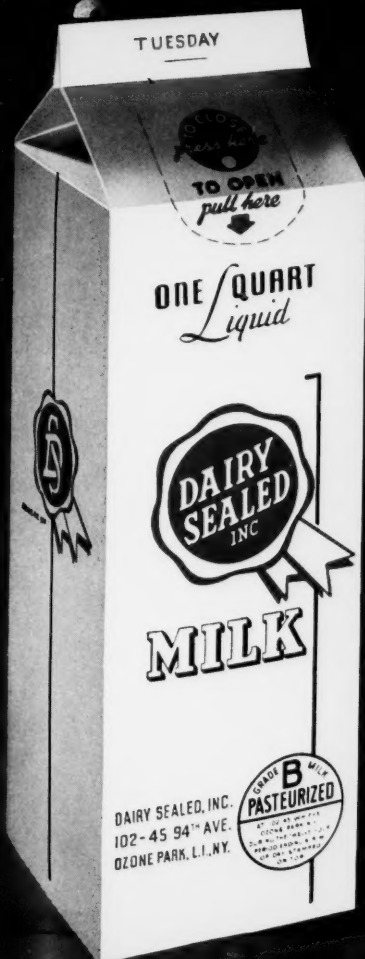


Top-Honor
Bronze
Plaque
Awarded to
Dairy Sealed, Inc.,
Ozone Park, L. I.



Pure-Pak
"Junior"

Pure-Pak Junior Milk-Packaging Machine



THIS TOP AWARD MACHINE
DESIGNED and BUILT by EX-CELL-O
TO GIVE AMERICA an IDEAL SINGLE-SERVICE
CONTAINER for MILK and OTHER DAIRY PRODUCTS

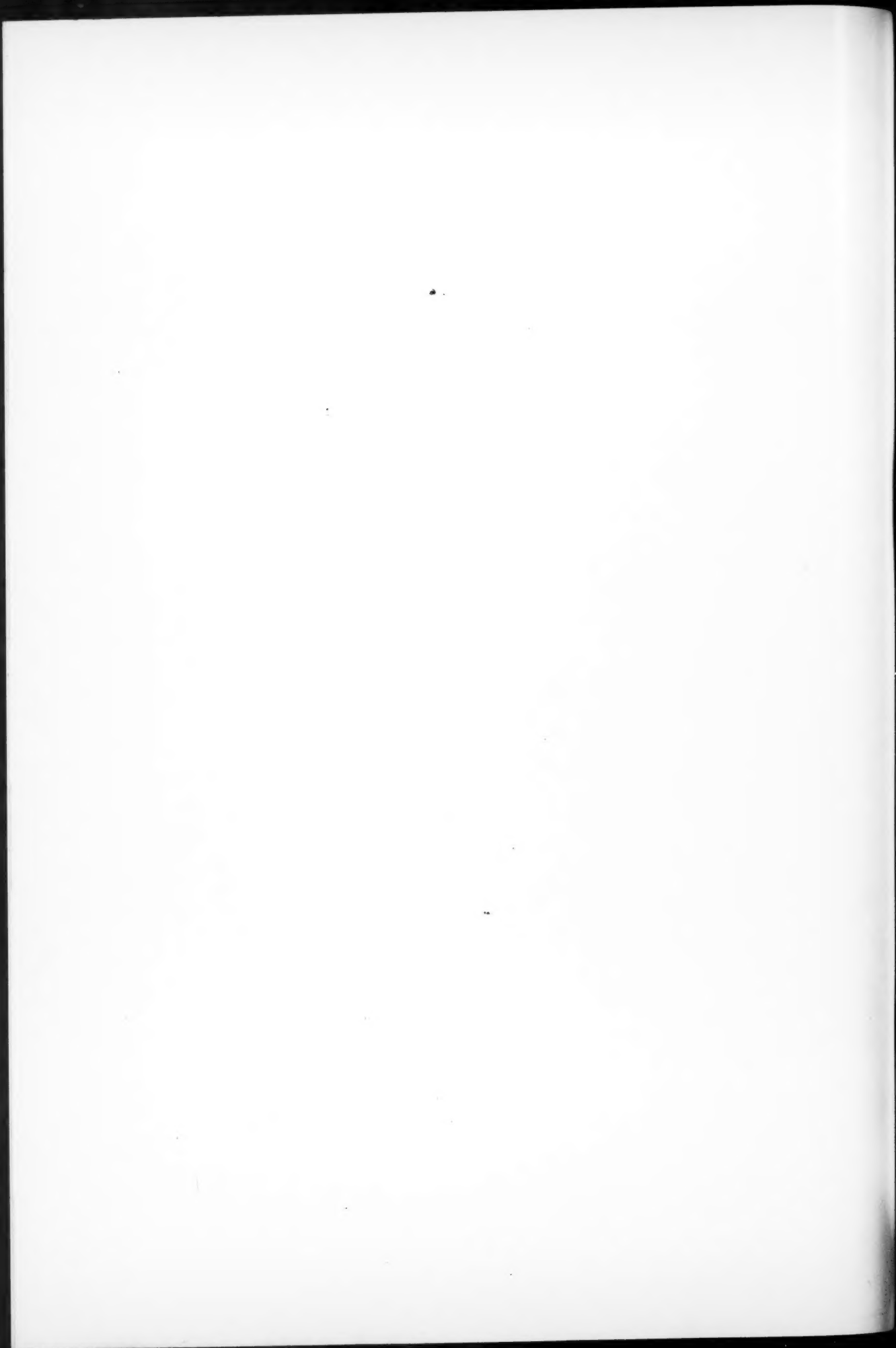
From 30,000 packages and all of the Class A packaging machines entered in the All-America competition, Pure-Pak is given the highest attainable award! . . . This is the only machine in the world that forms, paraffin-sterilizes, refrigerates, fills with fresh milk and other dairy products, double-seals and dates quart, pint, and half-pint fibre-board containers, IN ONE CONTINUOUS, AUTOMATIC OPERATION, without being touched by human hands . . . IN THE DAIRY.

The Pure-Pak single-service container with the famous and exclusive safety slant top . . . sheds moisture and particles . . . double-sealed and DOUBLE-CAPPED pouring lip (opening not used for filling) . . . seal is never broken until package is opened in the home.

DAIRY SEALED'S WINNING PACKAGE

Pure-Pak Division

EX-CELL-O CORPORATION, DETROIT, MICHIGAN



3 REASONS

WHY FEDERAL SPRAYERS WILL SELL
AND RE-SELL YOUR PRODUCT



Because THEY'RE IDEAL
PREMIUMS:

"I want the kind with the sprayer on it," say the buyers, who readily recognize its superior utility and ease of operation.

Because THEY'RE
"FUNCTIONAL" CONTAINERS:

The Federal Sprayer is the *logical* closure for many products. Consumers appreciate its fine mist. They like the way it prevents spilling, leakage and waste.

Because THEY ACT AS
"SILENT SALESMEN":

The sprayers will bring you steady customers—repeat customers—because they are designed especially to fit your container—and no buyer will forego its convenience for a substitute product.

Send us your product in its present container, and we will submit a sample sprayer or dispenser—a "sales-go-getter"—at a surprising economy to you!

*Visit Our Display at Booth
No. 11 at the Packaging Show*

FEDERAL TOOL CORPORATION

400 NORTH LEAVITT STREET

CHICAGO

UNIFIED PLANNING

In **ALL-AMERICA PACKAGE CO**

- A sensational development and adaption of the string pull fibre can made possible by the cooperation of two pioneers of the packaging field—Sefton Fibre Can Company and Wurzburg Brothers.

Unified services of this kind coordinate your package as a unit—the only way to insure perfect harmony of container and design from an artistic, protective and sales producing standpoint.

Perhaps you need a revolutionary idea such as Fortune's Ice Cream Can (a winner out of 30,000 entries and one of the two top awards in the fibre can group).

Perhaps you only need a minor change in appearance or construction.

Send your package to either firm, being sure to request our unified recommendations for the solution of your problem.

There is no obligation for an analysis of your package.



Fortune's Factory Sealed Fibre Cans with metal ends and tear string opening, guarantees a factory fresh and an untampered product reaching the customer—once opened it cannot be resealed.



Fortune's Gold Seal Paper wrapped in the freezer can keeps food fresh and flavorful. The paper protects the can from moisture and air, and the can has a built-in seal to keep the food fresh and delicious.

Wins TOP AWARD

GE COMPETITION



TOP
AWARD

**SEFTON FIBRE CAN
COMPANY**

PLANTS—ST. LOUIS, MO. • NEW IBERIA, LA.
DISTRICT OFFICES IN PRINCIPAL CITIES

WURZBURG BROTHERS
MEMPHIS, TENN.

PACKAGING COUNSELORS—
DESIGNERS AND SUPPLIERS

DISPLAYED BY AN ALL-AMERICA

Top Award Winner

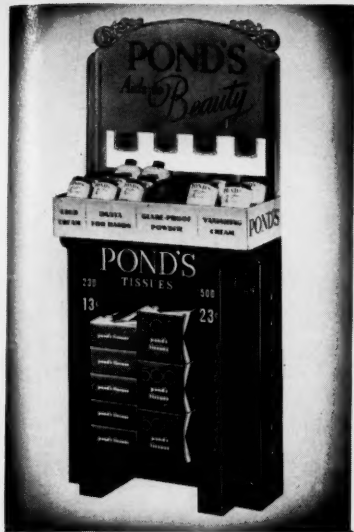


This Powder Box, made by the E. N. Rowell Company, is one of the items shown in the lovely Floor Display for Pond's Creams, Powders and Tissues—which won Top Award for Lamont, Corliss & Company, Selling Agents for Pond's Products.

The name of Rowell has long been synonymous with Fine Boxes.

E. N. ROWELL CO., Inc. Batavia, N. Y.

New York Office: SEWELL H. CORKRAN, 30 East 42nd Street. Phone: MUrray Hill 2-3447 • Chicago Office: HAROLD G. MacKAY, 444 W. Grand Ave. Phone: SUPerior 1676 • Hollywood, Cal. Office: L. W. ARMSTRONG, 6331 Hollywood Blvd. Phone: HOLlywood 0111 • Boston Office: H. P. TUCKER, 52 Chauncy St. Phone: HANcock 0398 • St. Louis Office: The DICK DUNN CO., Merchandise Mart Bldg., 12th Blvd. & Spruce St. Phone: CENTral 3544 • Detroit Office: H. E. BROWN, 2842 W. Grand Blvd. 319 Curtis Bldg. Phone: TRInity 2-0191.



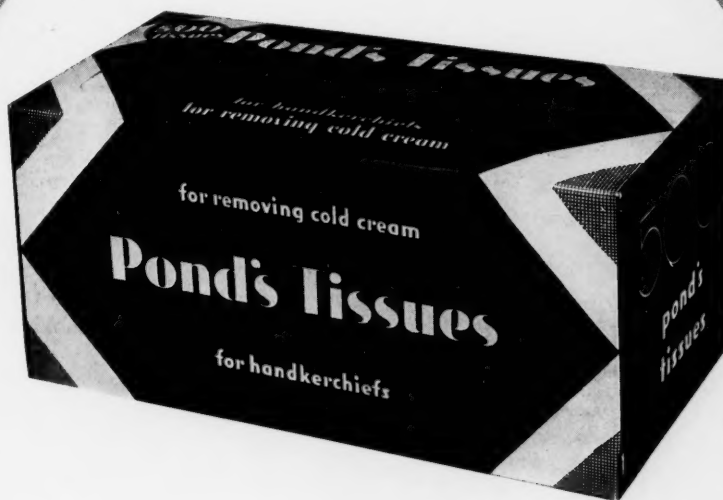
Densen-Banner Cartons HOLD THE SPOTLIGHT ON THIS ALL-AMERICA WINNER

This cleverly designed floor-display took TOP AWARD for Lamont, Corliss & Company and their famous line of Pond's Tissues and Creams.

Densen-Banner offers congratulations to their client on taking the award. We don't see how the judges could have picked otherwise.

The best floor-display in the world would be of no value, however, if it had nothing worthwhile to display. That's why *we're* proud, too, because Densen-Banner was chosen to supply the cartons for the Pond's Tissues, set up on this stand!

We are well equipped to handle your carton needs, large or small, long or short run. Rush orders and quick delivery are our specialties.



DENSEN-BANNER Co. Inc.
Ridgefield Park New Jersey

MARY CHESS

Top honors in the important Family Package Group go to this striking line of plastic containers and closures used by Mary Chess — developed and molded by Colt.

The designing of these handsome articles called for artistry of the highest type—and a quality of production that buyers of molded containers have come to expect of Colt.

Just one of the reasons why our plastics plant has operated 24 hours daily for the past 12 years.



COLT CONTAINERS and CLOSURES

McKESSON & ROBBINS

One of the most unique and most talked of men's Christmas gift packages seen during the 1939 holiday season—was the McKesson & Robbins men's shaving package. Unique because of the original "Hat Box" container—talked of because of its splendid design throughout.

You would naturally expect Colt to have had a hand in the production of this prize winning group. Colt and winning products have been synonymous for years.



POND'S

The graceful Pond's Danya bottle was awarded highest honors in the Floor Display Group—a tribute to smart designing by the Pond's staff—and a feather in the cap of Colt designers as well. Colt designed and produced the striking closure that added the finishing touch to this lovely entry.

A smartly designed bottle can often be "made" by a perfectly matched closure. We are naturally proud that we have had a part in making this entry successful.



THREE COLT CLIENTS WIN HIGHEST PRIZES IN ALL-AMERICA

What our designers and engineers have done for these three world-renowned houses—they can also do for you. A Colt designed and Colt produced cap or container will add to your product a new and powerful sales appeal. Turn your plastic problems over to Colt — pioneers of plastic molding.

CO.



Honorable Mention 1939 All-America Package Competition . . .



Last Christmas many a man found beneath the tree a handsome gift of Arrow Shirts . . . all because his wife or mother or sweetheart had been attracted by the package you see above.

Cluett Peabody's Gift Shirt Box was designed and manufactured by Cambridge Paper Box Company, using an exceptionally attractive cream-white mica paper, embossed with Cravette design — another of Nashua's prize winning packaging papers.

The wide popularity of Nashua's complete line — fancy papers (glazed, metal, embossed, "velours", printed), waxed papers, printed cellulose and specialties — is due in part to the interesting effects (called "Package Appeal") originated by Nashua *creators* or materialized from customers' ideas by Nashua *craftsmen*. Also contributing to the preference for Nashua papers is their uniform quality — for which Nashua *chemists* are responsible.

To get the greater "Package Appeal" that helps manufacturers increase sales and make more money — use Nashua Papers. Many of the prize winners do, year after year.

Nashua MAKES PAPER MAKE MONEY FOR CLUETT PEABODY

HERE'S A PRIZE FOR EVERY ONE

Write for new booklet "Make Paper Make Money For You" — full of ideas for giving your product more "Package Appeal" and possibly helping make it a prize-winner next year. It's free — there's a copy for you at Dept. A-2, Nashua Gummed And Coated Paper Company, Nashua, N. H.



Look for the Triangle



Sign of a Nashua Value

MODERN PACKAGING

PACKAGING

PROGRESS

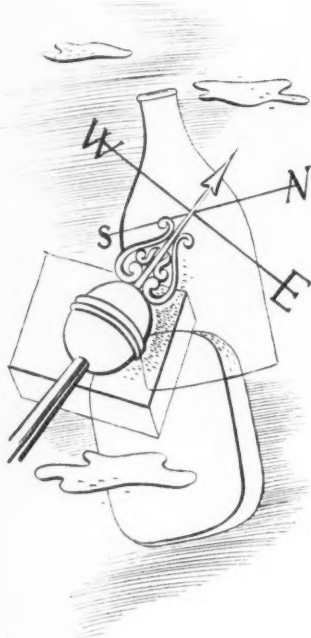
A REVIEW AND A FORECAST



In a world of bombs and *blitzkriegs*, the question of progress in packaging may seem very unimportant indeed—particularly to one who follows the modern fashion and chooses to look at everything from a long range viewpoint. And yet, the events and developments in the last year in packaging reflect a phase of American life which may yet prove more important to mankind than all the wars and all the worries; for packaging is, perhaps, the most typical example of the American way to a more abundant life.

Packaging is a child of mass production. In many fields it makes mass production possible or practical. It is itself dependent upon mass production processes and it brings to the mass of people, goods of a type and quality and in a profusion denied to those in less fortunate parts of the earth.

It would be silly, of course, to suppose or to pretend that development and progress in packaging is all-important in the National life. But such development and such progress in this field is indicative of the entire American industrial and social set-up. If packaging stands still, the chances are that all American industry is standing still. If packaging goes forward, the chances are that all industry is going forward. And hence, as a barometer of the health of American industry and as an indicator of the future development of our National standard of living, a review of progress in packaging is most significant.



To the individual confronted with packaging problems, posed by his own business and his own products, this broad viewpoint may not seem to be immediately important. Yet, since competition—the sparkplug of general progress under the American system—is also the driving force which leads the individual manufacturer to improve his product and his packages, the individual must be concerned with the general picture. Only if he is fully aware of the general trend of development throughout the packaging field can he plan in advance for the competition which his packages will meet.

From month to month during the last year, Modern Packaging has reported and interpreted these developments in packaging as they occurred. Such detailed reporting is an essential part of the job undertaken by this publication. Yet, it is fitting that once a year a general survey of progress be made so that the individual patchwork picture may be knitted together into an integrated whole—a picture of packaging, past, present and future.

On the pages which follow, we present such a survey. Necessarily, many developments which may seem most significant to those who have participated in their creation will not be mentioned on these pages, for it is impossible to condense the 1200 pages of editorial reports which have appeared in the last 12 months in Modern Packaging into the compass of a single article. Let the reader, rather, consider the broad outline and—tracing the pattern of the past—seek with us to find a few mileposts to the pattern of 1940 and the years to come—years of great promise to American industry and for the packaging industries in particular.



OUT OF THE LABORATORIES COME NEW TECHNIQUES AND NEW PROCESSES

Packaging in the last 40 years has proceeded through several cycles of progress. New materials or new techniques have appeared periodically, completely changing the balance which had previously been set up between available materials and techniques and causing large groups of packagers to re-evaluate their entire packaging programs. Alternating with such periods of rapid change have come cycles of consolidation—years in which the new innovations were adopted, altered, improved and adjusted into accepted, permanent factors in the general packaging picture.

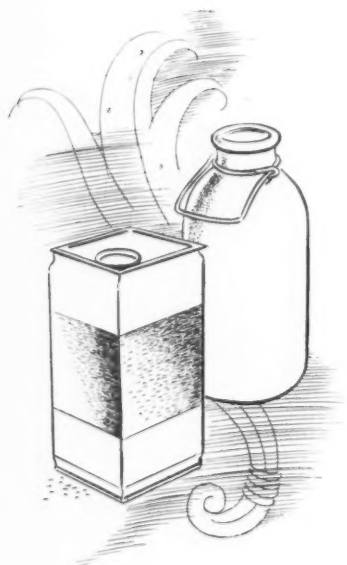
The last year has been a year of innovation. Out of the laboratories, maintained, despite depression budget curtailments, by package and material suppliers, there have emerged a whole group of new processes and materials that today have become major factors capable of winning consumer acceptance, of lowering costs or of improving the appearance, the protection, the convenience or the utility of packages.

To list all of these would be difficult. To list them in order of importance would be well nigh impossible. Yet, it is necessary to catalog but a few of these improvements to indicate the scope of the change which is going on in packaging.

In the frozen food field, the Cryo-Vac process offers a new method of eliminating the problems of freezer burn and a simplified method of securing seamless, sealed containers for quick frozen fowl and other products.

For the coffee packer—and for other packers as well—a new type of bag, Pliofilm lined, gives promise of substantially reduced cost to the consumer and of a substantially lengthened period of coffee preservation in the package.

For shippers of metallic merchandise and particularly for exporters of water-bourne goods, a technique has been developed whereby a moisture absorbing material, Protek-Sorb, is used to minimize the humidity content of the shipping container, thus eliminating mold and rust formation.



In the canning industry, the Stero-Vac process of cooking and sterilization seems to open vistas for vast change in food canning, with improvement of taste and flavor and a speeding up of the packaging and processing periods.

The entire economics of the dairy industry must undergo radical revision as a result of the introduction of 2-qt. containers—both glass and paper—which, it would seem, provide extremely substantial savings in distribution costs under certain conditions and certain areas.

The rigid transparent materials, introduced a few years ago, are now strengthened in their position in the field by the development of new methods of fabrication and—in some few instances—by the development of automatic fabricating equipment.

In paper decoration, a new process permits the continuous production, in rolls, of types of paper which formerly could be decorated only in sheet lengths, and other processes afford varied effects, not heretofore obtainable, offered at lowered costs.

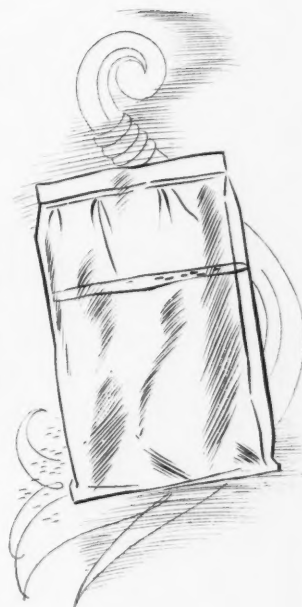
The fruit industries have seen the introduction of dipping processes which literally form an artificial protective skin—of rubber derivative material—around apples or other types of fruit.

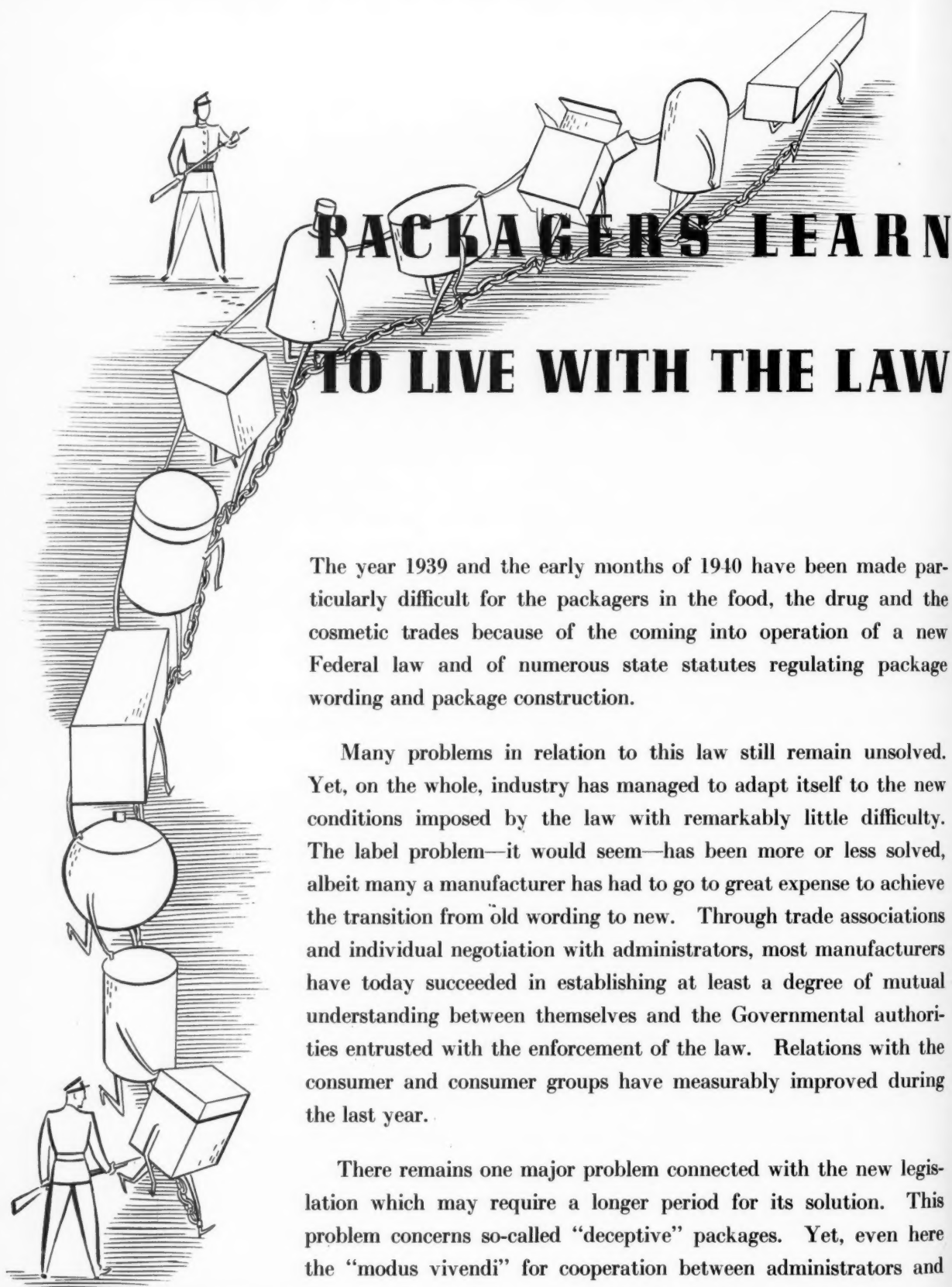
Liquid holding bags—formed of Pliofilm—bid fair to revolutionize food merchandising methods and have already achieved adaptation by the world's largest pickle producer.

The button industry, formerly among the most staid and unprogressive in its packaging procedure, has found itself compelled by the restrictions of the Wages and Hours Act to seek a new and less expensive type of package and, having been forced to seek a change, it has developed at least one type along the most novel lines which not only solves the button industry's problems, but bids fair to have numerous applications in other fields.

Even in the older branches of the package supplying industries, the tempo of change has quickened. While set-up box-making techniques have been standardized to a high degree for a number of years, 1939 has seen several new developments which bid fair to arouse increased interest in this type of container and to improve its well established position in the field even beyond the levels formerly obtained.

It is interesting to note that not all of the instances cited above are dependent for their effect upon the development of some new and revolutionary material. Change is going on—and going on rapidly—in the older fields. Under the impetus of competition, old materials are being produced in new forms and finding themselves not only capable of retaining old markets, but able to capture new markets as well. An outstanding instance of this sort is found in the glass container industry where an industry-sponsored standardization program has resulted in the development of numerous styles of lightweight containers, making it possible for glass to be utilized in many fields where a changing situation might have ruled out the older, heavier and less sturdy containers as no longer economically justified. The new types of containers have not only re-established glass in some of these threatened markets, but have made glass a practicable form of package in fields into which it had never before been able to successfully penetrate.





The year 1939 and the early months of 1940 have been made particularly difficult for the packagers in the food, the drug and the cosmetic trades because of the coming into operation of a new Federal law and of numerous state statutes regulating package wording and package construction.

Many problems in relation to this law still remain unsolved. Yet, on the whole, industry has managed to adapt itself to the new conditions imposed by the law with remarkably little difficulty. The label problem—it would seem—has been more or less solved, albeit many a manufacturer has had to go to great expense to achieve the transition from old wording to new. Through trade associations and individual negotiation with administrators, most manufacturers have today succeeded in establishing at least a degree of mutual understanding between themselves and the Governmental authorities entrusted with the enforcement of the law. Relations with the consumer and consumer groups have measurably improved during the last year.

There remains one major problem connected with the new legislation which may require a longer period for its solution. This problem concerns so-called "deceptive" packages. Yet, even here the "modus vivendi" for cooperation between administrators and

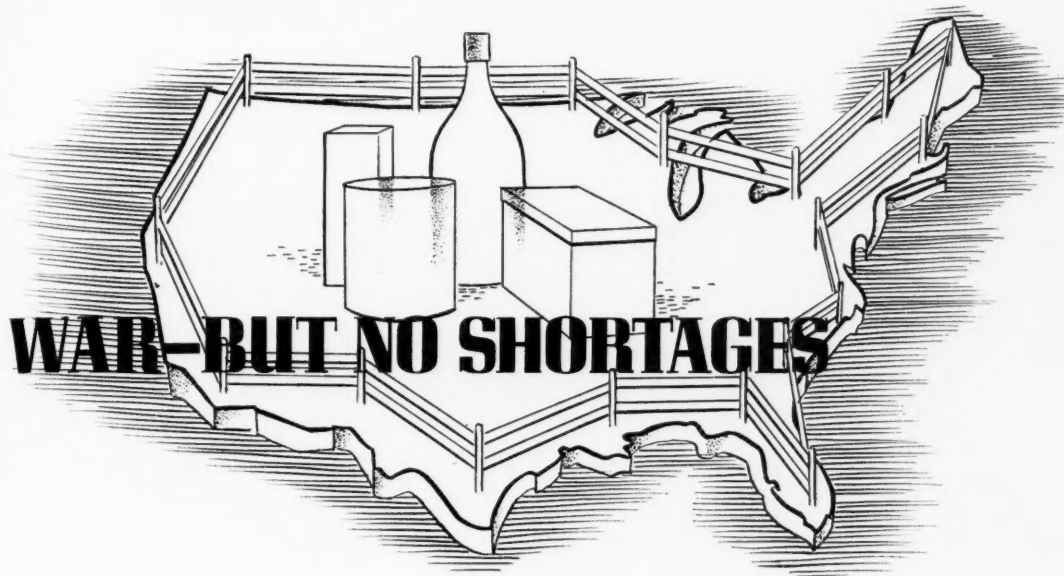
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industry has been worked out in a few instances. Thus the Packaging Institute, representing both production men and machinery manufacturers, has negotiated an acceptable standard of tolerance for cartons used in conjunction with collapsible tubes and thus relieved the large group of manufacturers utilizing packages of this sort from worries as to whether or not their packages will be found to be in conformity with the law. Similar negotiations are now under way between other groups and the food, drug and cosmetic administration and formulas may be expected to be issued in the near future which will serve as a guide demarcating the border line between legitimate and deceptive packages in many categories.



During the first World War—although packaging was not at that time as widespread in its adaptation as it is today—many sections of industry found it difficult to obtain materials and supplies because of dislocation of world markets caused by the war.

In contrast, the new wars in Europe have to date provoked no comparable situations. Without exception, every standard package material and supply that was available at peacetime is still available in quantity today and there is little reason to think that continuation of the war will substantially alter this situation unless this country itself will be drawn in and thus require some production facilities for war purpose which are now available for the peaceful pursuits of packaging production.

In some few fields where importations formerly were a factor, package consuming industries have found it a relatively easy matter to secure goods of equal quality from American producers. The cosmetic industry has indeed discovered that the American glass producers are capable of filling many needs which it was once thought could only be filled through the use of imported packages.

In some few fields, raw material prices are governed by world markets. This is true in the tin and rubber industries. Yet, even in these fields, the cost of finished packages utilizing these materials is seldom substantially affected by even great fluctuation in raw material prices. The so-called tin can, for instance, includes in its cost but a small percentage ascribable to the imported tin which coats its walls. The basic sheet and the fabrication process represent a far higher proportion of the selling price and thus wide fluctuation in tin cost produce relatively small fluctuation in can prices.



Most other packages and package materials are dependent upon domestic raw materials either totally or to an extremely high degree and far greater shifts in the cost of such raw materials than have yet occurred will be necessary before the price structure of the packaging industry is notably dislocated. In the present world situation, such shifts in cost are not to be anticipated in the immediate future and domestic policy—as for instance in the enactment of the Wages and Hours Act or of Social Security legislation—still looms as a larger factor in determining costs of packages and packaging materials and supplies.

The absence to date of any sizable dislocations of industry due to war orders from abroad has given American producers of consumer goods a welcome chance to re-evaluate their markets and to make preparations for an orderly progression of production without undue speculation as to shifts in buying power or the availability of supplies or labor such as occurred during 1915 and 1916. Whether this situation will long continue cannot clearly be foretold, but the five or six months which have elapsed since hostilities began have already made certain that any dislocations that may occur will be more easily taken care of by industry. Most important of all, from the packaging industries' point of view, is the fact that these dislocations will, in all probability, not center around the questions of package supplies or packaging cost.

An illustration in a sketchy, line-art style. In the foreground, a man's head and shoulders are shown in profile, looking down at a desk. On the desk is an open box and some papers. A long, straight line of perspective extends from the box towards the background, where a small figure of a person stands holding a staff or pole. The title 'DESIGN AND THE DESIGNER' is superimposed over the middle of the illustration.

DESIGN AND THE DESIGNER

The question of just who are qualified to call themselves package designers has long provided a point of argument. There was a time in the early thirties when it seemed that the independent package designer was coming to occupy an increasingly important and possibly the dominant position in the creation of new containers. While individual independent designers have won for themselves a valuable reputation, the independents as a rule no longer loom quite as important as they did in the past. This is, perhaps, due in part to the excesses of a few who placed abstract before practicality. Such "artists" cannot long maintain the respect of those who must employ them profitably and the difficulty of dealing with them or of successfully marketing their creations has, perhaps, brought unjustified condemnation upon the independent designers as a group. Certainly no one resents this attitude more than the trained, experienced and fully qualified independent designer.

Nonetheless, other factors have perhaps played a more important part in bringing other types of designers to the fore. In an era of new materials and new methods, the engineer begins to play a more important part in package designing. This fact is demonstrated by an examination of the credit listings on the current All-America Package Competition awards (see pages 185 to 212). Here, it will be observed, only one package in three can be credited to an independent design consultant. The others are the creations either of supplier and technical laboratories or of production men and packaging workers employed by manufacturing firms.

The inference is obvious. When design runs far deeper than surface decoration—when design is really technical development and engineering—the designer must be one most closely connected with research and development work. The independent designer—if hired by the job—cannot hope to acquire the necessary thorough-going knowledge of the situation to create these revolutionary types of packaging innovations. If, on the other hand, the independent worker is engaged to carry on a long range program (as were a number of those whose packages received awards in the All-America Package Competition), he may then function with full efficiency and provide those who employ him with the advantages of both an independent viewpoint and a sound basis of technical knowledge.



Design trends in 1939 are not easily discernible. One cannot say (as one could in former years) that trends are definitely to or away from certain colors, certain styles, certain reproduction processes. If any trend is discernible, it is one in the direction of the use of newer materials or modifications, basic in character, of older materials. The new packages, by and large, are of a high artistic quality. They display well. They look well. They "do the job." Yet, because so many of them represent the first efforts to utilize basic new inventions, they leave much room for further improvement in decoration. These improvements will, no doubt, come during 1940 and later years as industry becomes better acquainted with the new processes and materials.

For the package designer—whether he works as an independent consultant or as part of an organization in the package producing or package using industries—technological changes in packaging present a most definite problem which can only be mended by men willing to re-educate themselves in terms of the new economics and the new techniques of packaging. Some practitioners of the art of design will undoubtedly drop by the wayside within the next year or two, but those who adapt themselves to new conditions will have achieved professional standards far higher than those which previously characterized the designing group as a whole. Because their studies go deeper, their work will undoubtedly be better and more effective in bringing goods to the consumer and in inducing the consumer to like the goods and like the packages which new techniques have made it possible for him to enjoy.

CAPITAL INVESTMENT IN THE PACKAGING INDUSTRIES



With the expansion of production which took place in the latter half of 1939, the demand for packages has shown a decided increase. Plants long used to operating at 50 per cent or 60 per cent of capacity have recently been running at 90 per cent and 100 per cent of capacity. The ability of the supplying industries to meet this new demand, without serious dislocation of production or delays in delivery, is due in no small measure to their foresight and willingness to undertake modernization and expansion programs during the leaner years preceding 1939. Both in capacity to produce and in quality of output, the packaging material and machine production industries are in a better position today than ever before.

In packaging plants, the same condition does not exist except in isolated instances. All too large a percentage of the equipment now in use in filling, sealing, closing and handling packages is either obsolete or obsolescent.

This condition was not dangerous to the individual manufacturer at a time when production was low. Its dangers today, however, are becoming increasingly apparent and the possibility exists, if production continues to maintain present levels—or shows a tendency to rise still further—that many plants will find themselves caught short on machinery and equipment needs.

During 1939, some definite new trends in plant construction and packaging room layout have made themselves clear. In some large plants, new building and re-building operations have utilized the most modern techniques available and called upon glass block, air cleaning, air conditioning, fluorescent lighting and other innovations of recent years to produce far healthier and far more efficient working

conditions. These plants have shown a tendency, at the same time, to recognize the importance of streamlining the housings of package machinery as one means of increasing plant efficiency and, at the same time, making the plant a better advertisement for the company owning it. Quite a number of larger producers of packaged goods have recognized in their plant modernization programs the advertising value of the plant itself and have made provision for the handling of increasing numbers of visitors to the plant.

In some industries, recent legislation, such as the Wages and Hours Act, has created and added incentive toward mechanization. A notable instance of this sort is found in the pearl button industry where once homework was the rule. Today a radically different form of package has been adopted because of prohibitive costs induced by the Wages and Hours Act which made the old methods inexcusably expensive. The new package technique has required the development of new machinery, fully automatic in nature, and packaging has moved from the home to the production plant. It is interesting to note, in this instance, that while the change was induced by legislation, the result has been an improved package and a substantial reduction in cost, despite higher wage rates, and vastly improved working conditions.

For the smaller plant, unable to adopt fully automatic equipment because production requirements do not permit of full time use of such machinery, the package machinery supplying industries have provided a number of innovations during the year in the form of semi-automatic machines and accessory equipment.

Time and motion study engineers have devoted increasing attention to the problems of the smaller packager and have, in a number of instances, succeeded in so improving hand or semi-automatic production methods as to permit smaller manufacturers to compete on a basis of parity with those whose production justifies the use of automatic equipment. While the automatic packaging machines have made possible the low cost production of the highly integrated, high output plant, there will always remain many types of packaging operations in which output is necessarily limited. The attention now being given to this latter type of production serves to indicate vast room for further study and research in this field and for further substantial progress.



1939 AWARDS

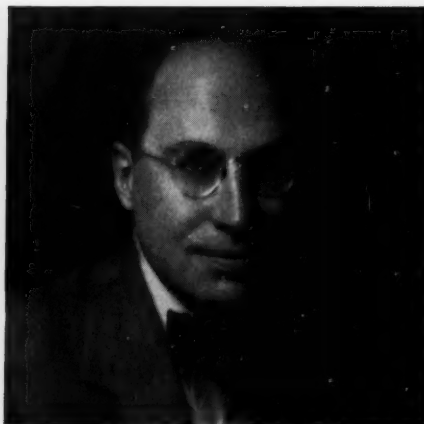


ALL-AMERICA PACKAGE COMPETITION

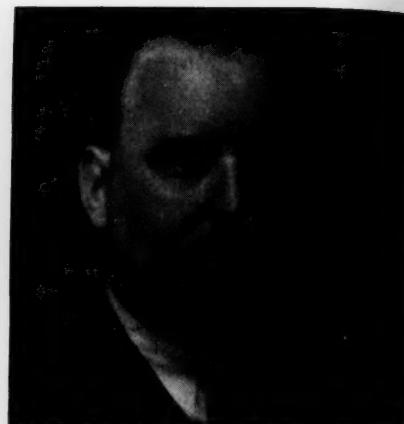
Judges



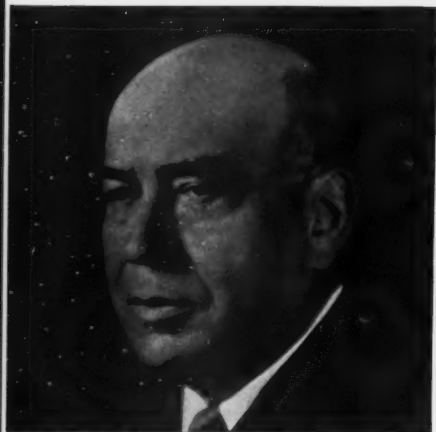
PAULINE ARNOLD



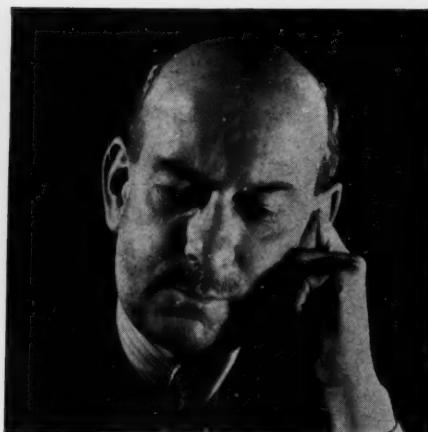
ALLEN L. BILLINGSLEY



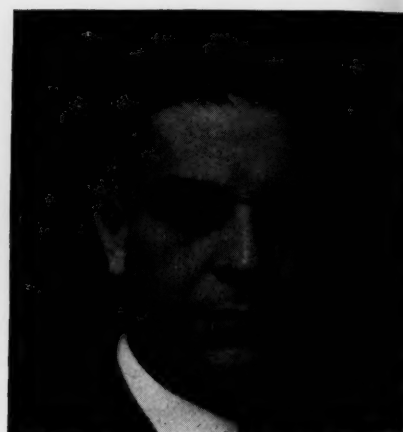
WILLIAM M. BRISTOL, JR.



LOUIS E. KIRSTEIN



WALTER DORWIN TEAGUE

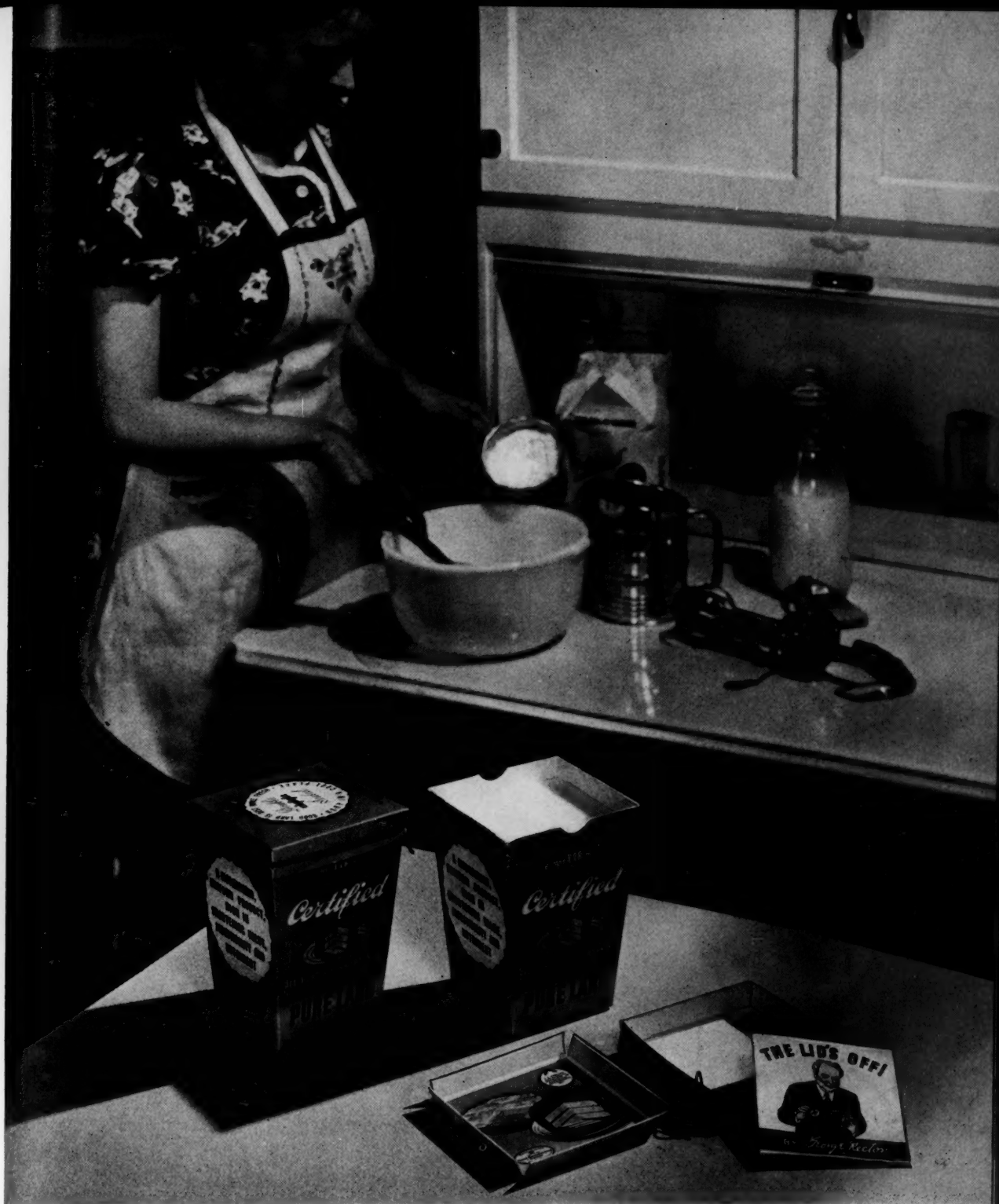


GEORGE R. WEBBER

As representative and as hard-working a board of judges as any competition has been able to boast of are responsible for the selection of the All-America prize winners of 1939 pictured on the following pages. An idea of the immensity of their task may be gained when it is considered that over 30,000 packages were presented to this board for judgment.

Within the limits of the human power to judge and select, this year's All-America competition board has done an outstandingly fine job. On behalf of all those concerned in any way with the development of the art of packaging, Modern Packaging extends its sincerest thanks to the judges.

*PHOTOGRAPHS OF AWARD WINNERS
BY JOYCE-DRAVNEEK*



FOLDING CARTONS

Award to WILSON & CO., INC.

For detailed descriptions and supplier credits see page 185

THE 1939 ALL-AMERICA PACKAGE COMPETITION

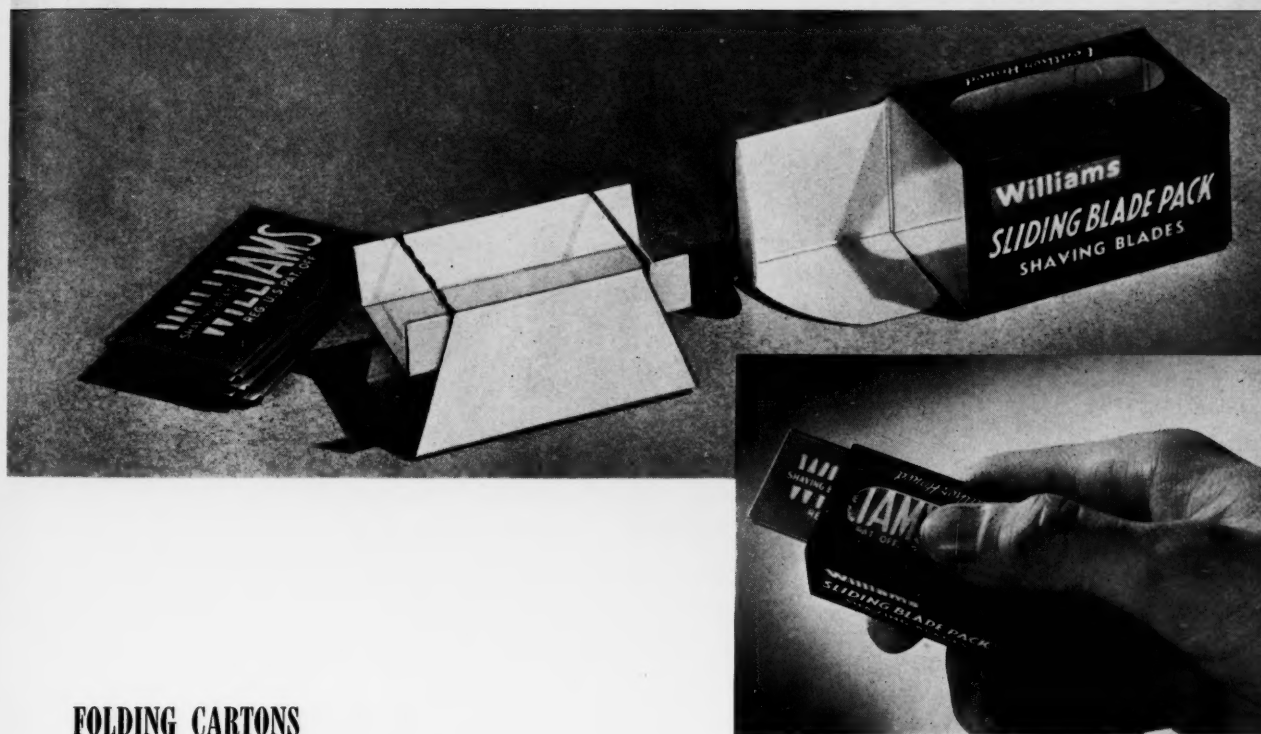
THE 1939 ALL-AMERICA PACKAGE COMPETITION

FOLDING CARTONS

Award to WILSON SPORTING GOODS CO.

For detailed descriptions and supplier credits see page 185





FOLDING CARTONS

Award to THE J. B. WILLIAMS CO.

For detailed descriptions and supplier credits see page 186

THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

COLLAPSIBLE TUBES

Award to SHUBADOR CORP.

For detailed descriptions and supplier credits see page 186





COLLAPSIBLE TUBES

Award to KIP CORP., LTD.

For detailed descriptions and supplier credits see page 187

THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

FIBRE CANS

Award to FORTUNE'S, INC.

For detailed descriptions and supplier credits see page 187





FIBRE CANS

Award to DEFENDER PHOTO SUPPLY CO., INC.

For detailed descriptions and supplier credits see page 188

THE 1939 ALL-AMERICA PACKAGE COMPETITION



GLASS CONTAINERS

Award to FRANCES DENNEY

For detailed descriptions and supplier credits see page 188

THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

GLASS CONTAINERS

Award to DISTILLED LIQUORS IMPORT CO., INC.

For detailed descriptions and supplier credits see page 189



THE 1939 ALL-AMERICA PACKAGE COMPETITION

GLASS CONTAINERS

Award to THE OLDS PRODUCTS CO.

For detailed descriptions and supplier credits see page 189



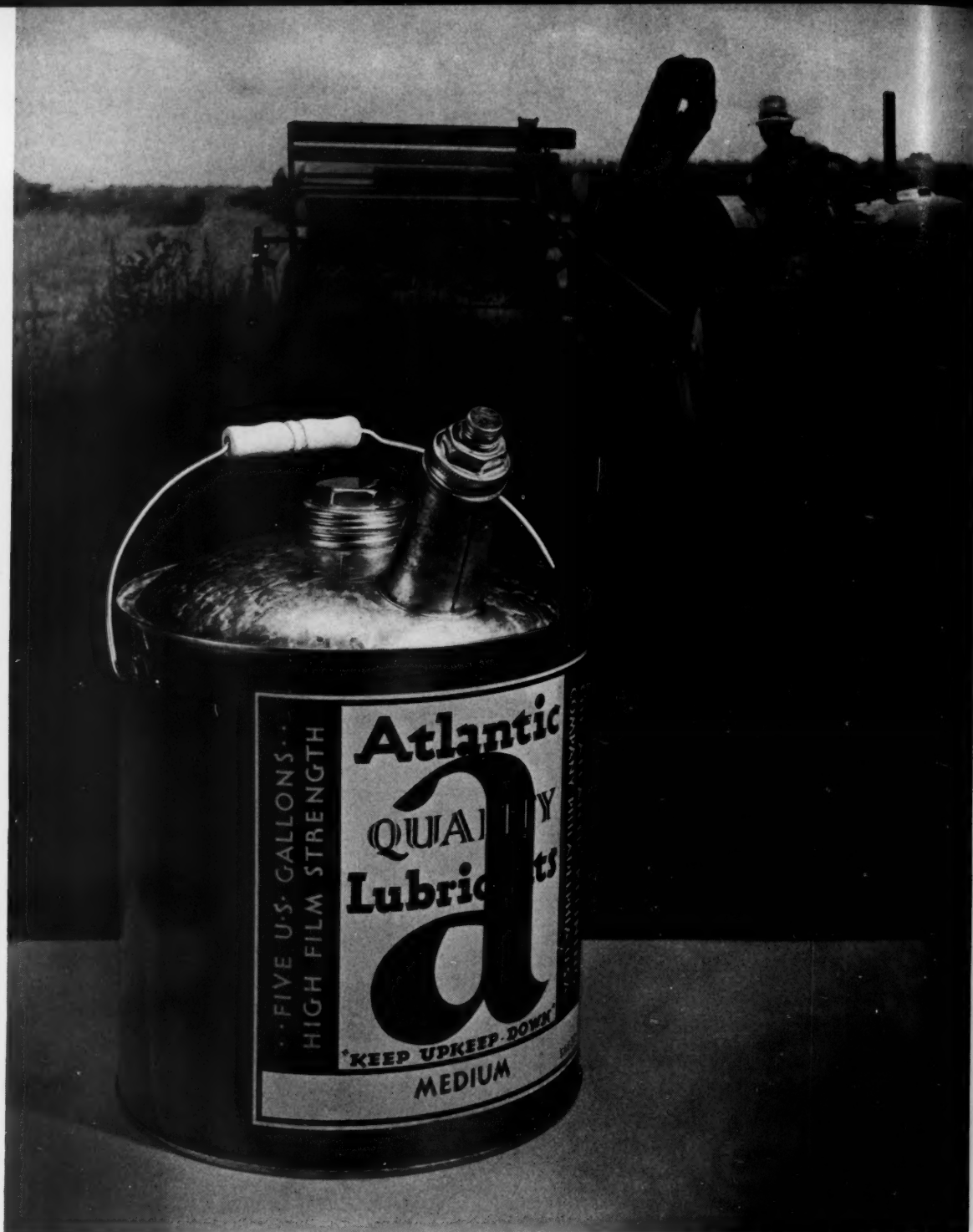


METAL CONTAINERS

Award to THE JAMES HANLEY CO.

For detailed descriptions and supplier credits see page 190

THE 1939 ALL-AMERICA PACKAGE COMPETITION



METAL CONTAINERS

Award to THE ATLANTIC REFINING CO.

For detailed descriptions and supplier credits see page 190

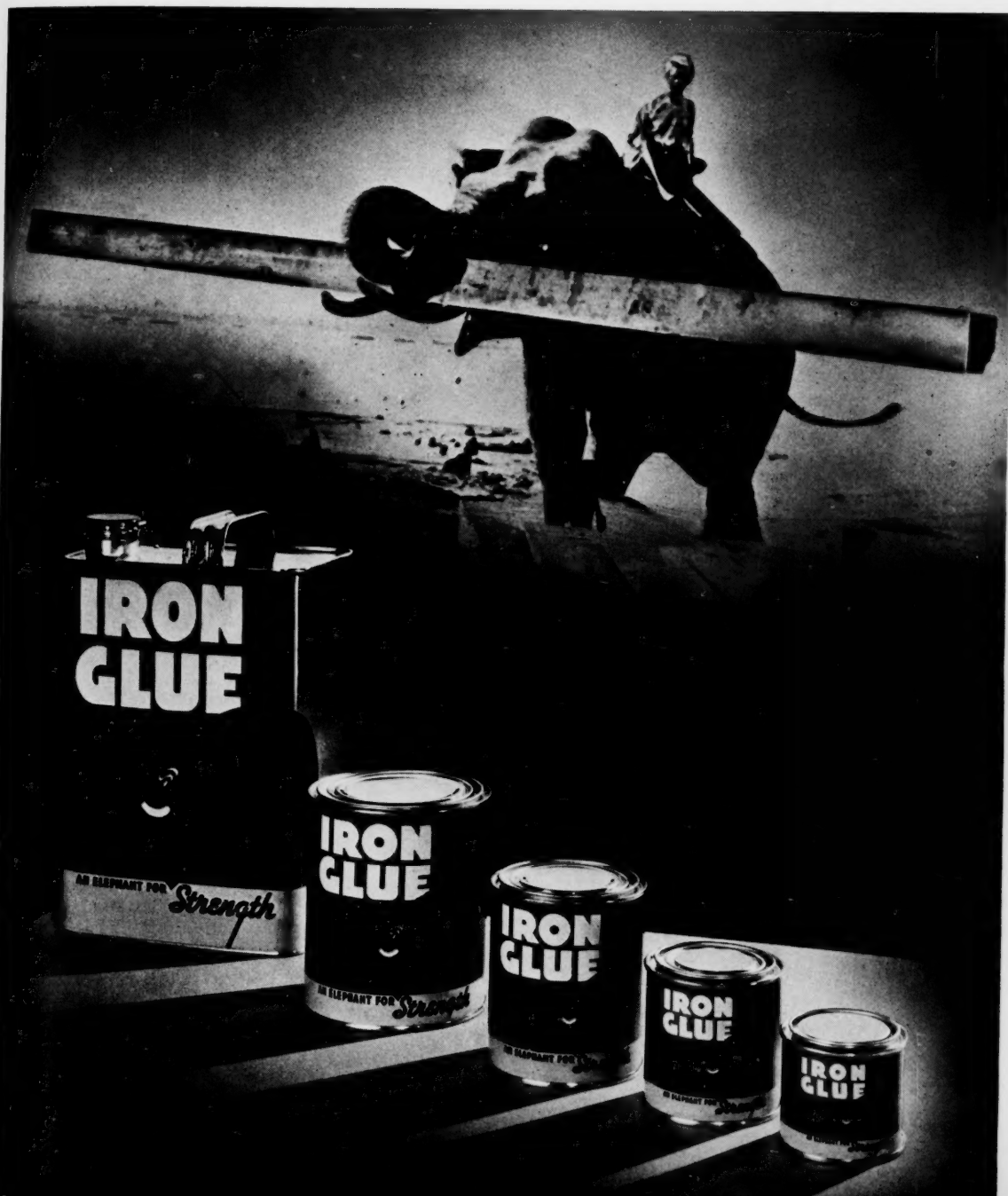
THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

METAL CONTAINERS

Award to McCORMICK & CO., INC.

For detailed descriptions and supplier credits see page 191





SET-UP PAPER BOXES

Award to McKESSON & ROBBINS, INC.

For detailed descriptions and supplier credits see page 191

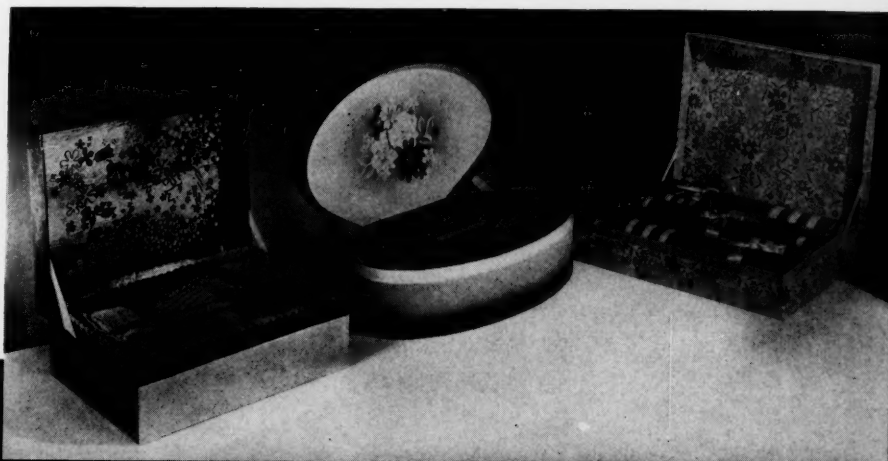
THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

SET-UP PAPER BOXES

Award to CANNON MILLS, INC.

For detailed descriptions and supplier credits see page 192





SET-UP PAPER BOXES

Award to HICKOK MANUFACTURING CO., INC.

For detailed descriptions and supplier credits see page 192

THE 1939 ALL-AMERICA PACKAGE COMPETITION

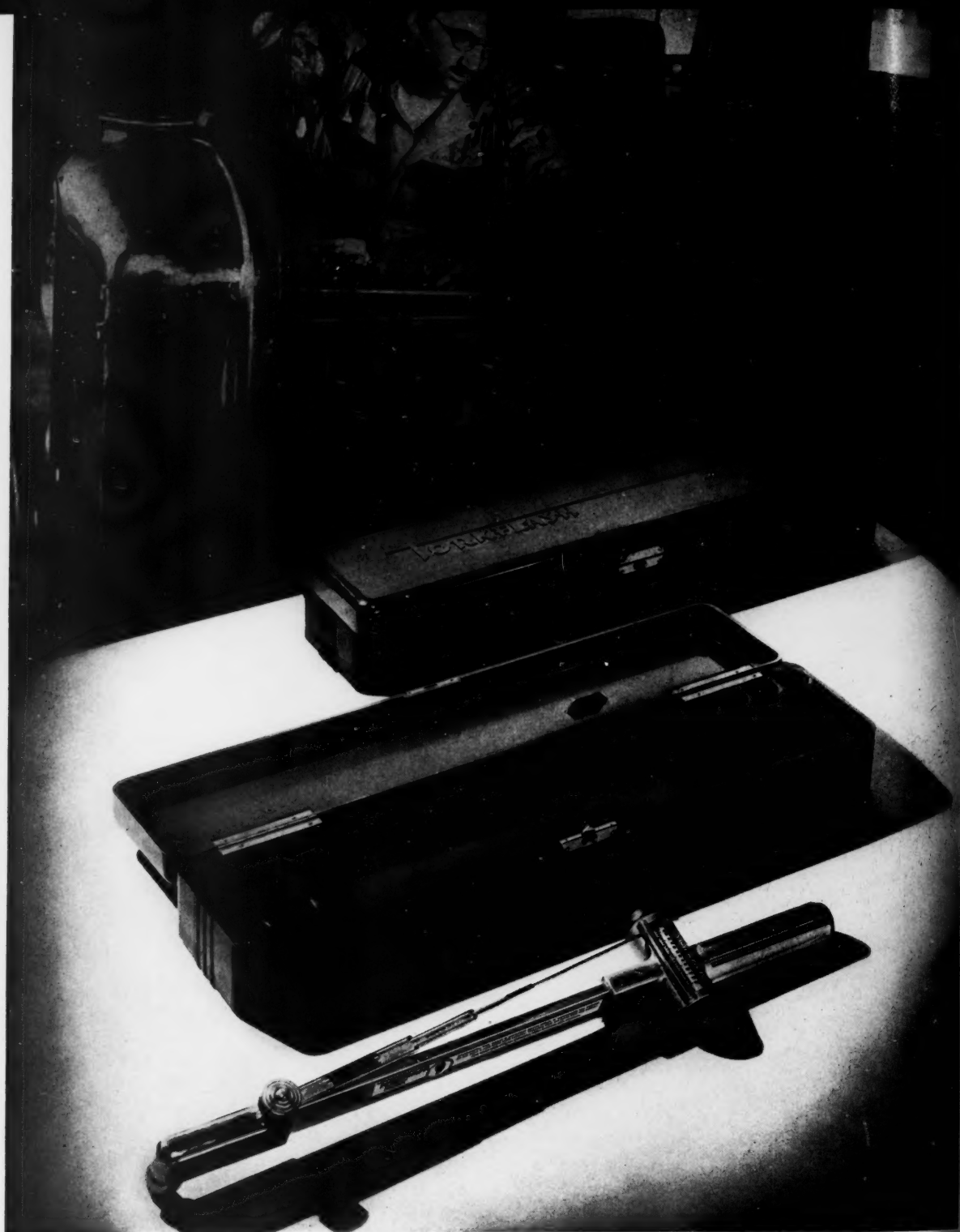
THE 1939 ALL-AMERICA PACKAGE COMPETITION

PLASTIC CONTAINERS

Award to GRUEN WATCH CO.

For detailed descriptions and supplier credits see page 193





PLASTIC CONTAINERS

Award to BLACKHAWK MANUFACTURING CO.

For detailed descriptions and supplier credits see page 193

THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

PLASTIC CONTAINERS

Award to NICHOLSON FILE CO.

For detailed descriptions and supplier credits see page 194

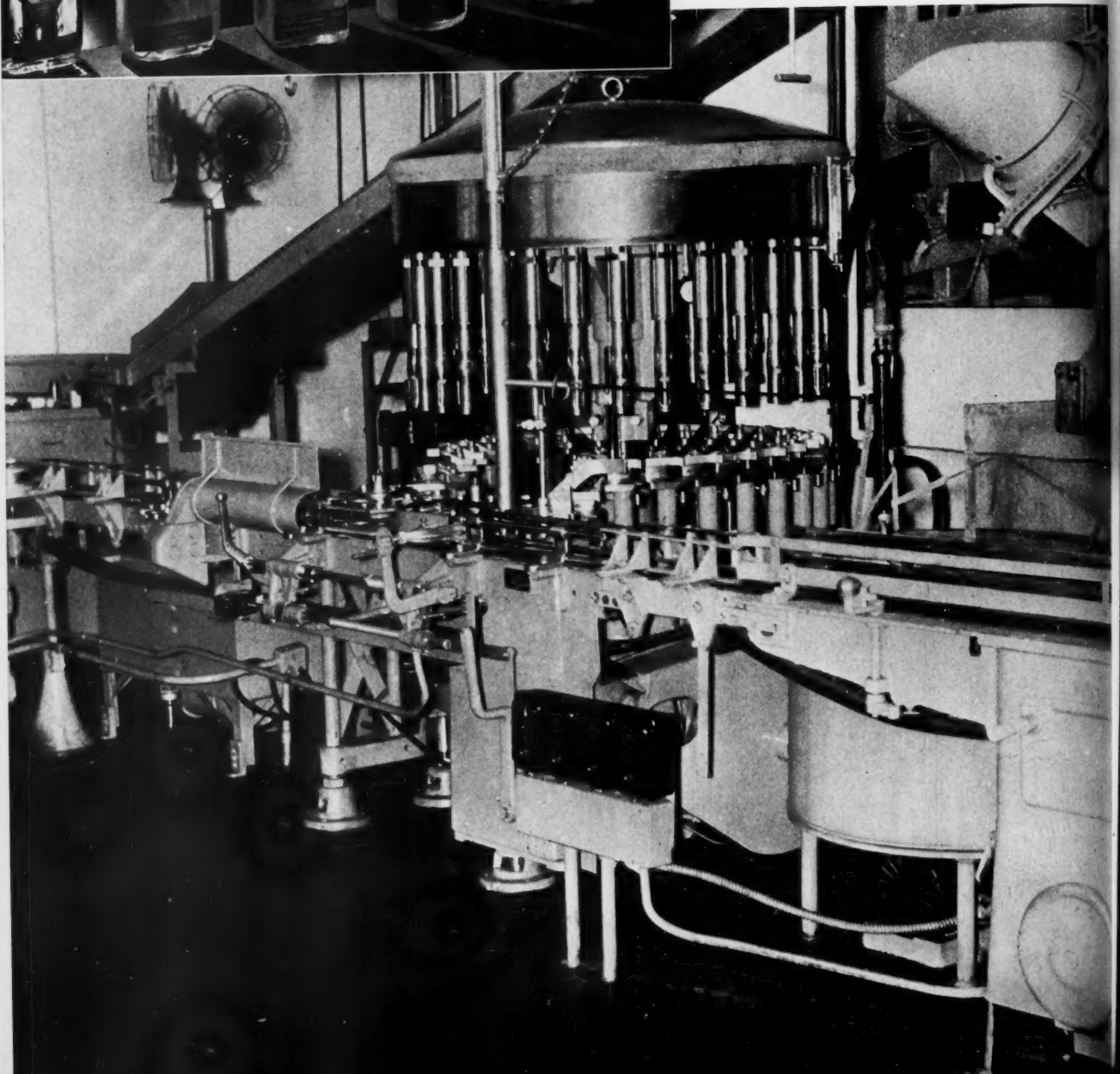


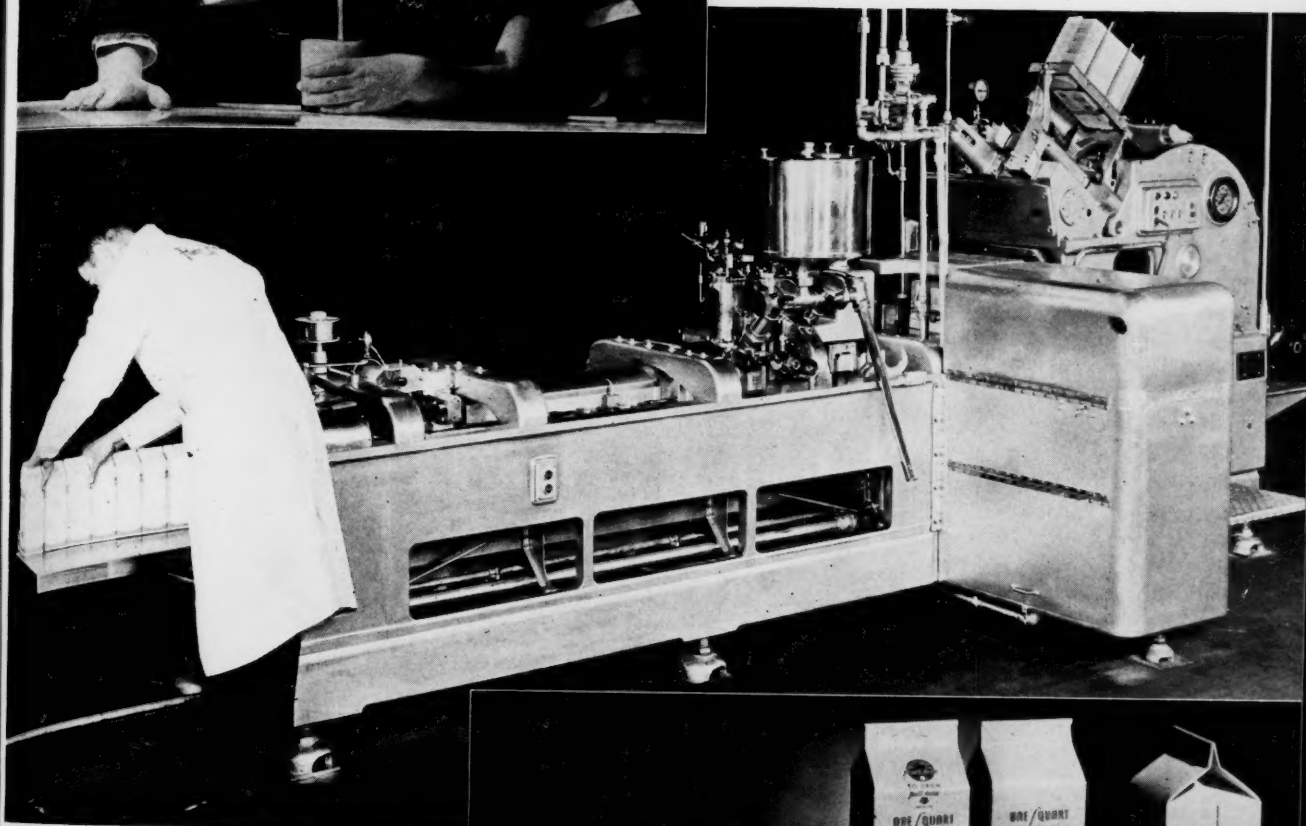
THE 1939 ALL-AMERICA PACKAGE COMPETITION

MACHINERY AND EQUIPMENT, CLASS A

Award to NATIONAL DISTILLERS PRODUCTS CORP.

For detailed descriptions and supplier credits see page 286





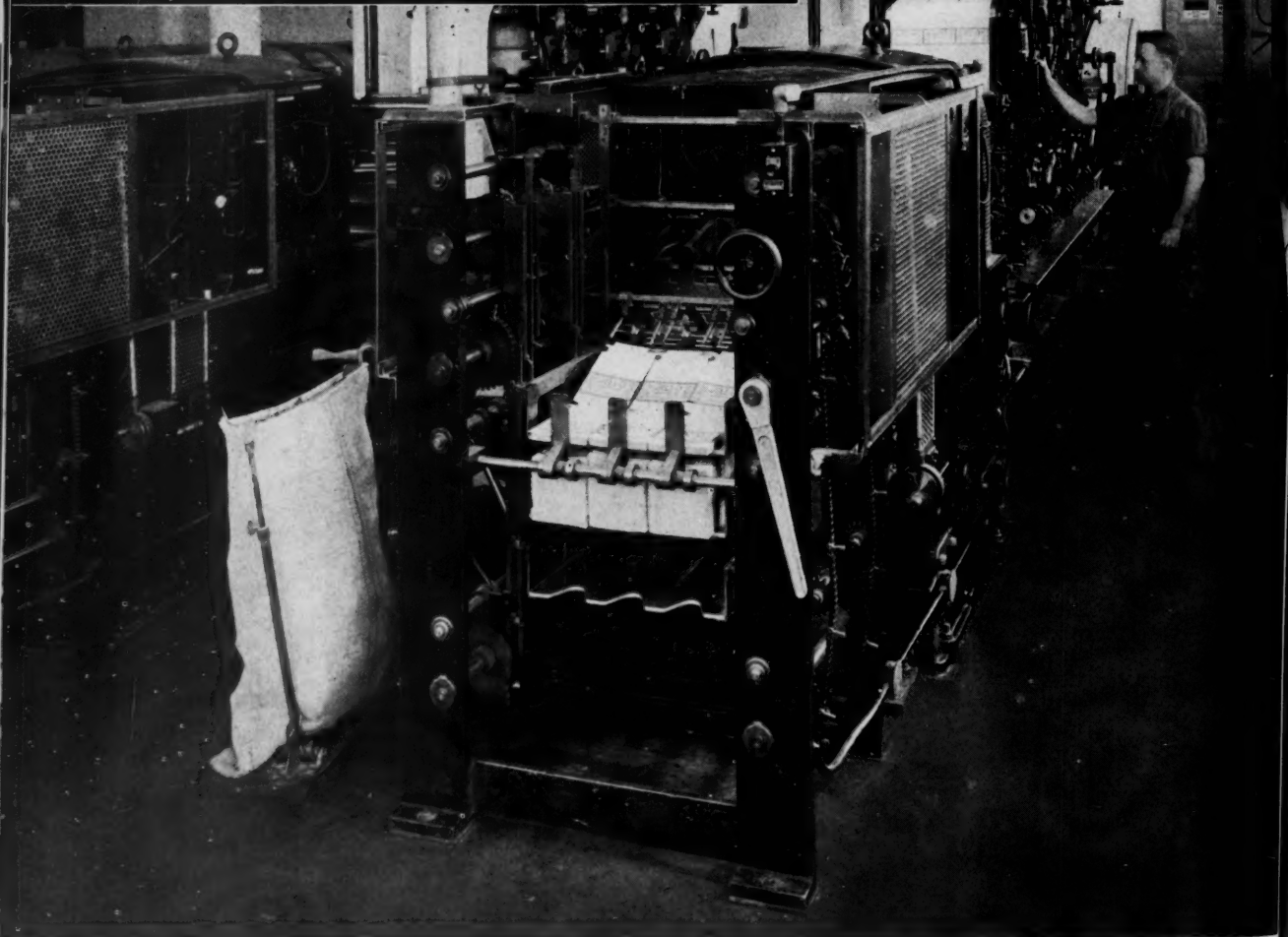
MACHINERY AND EQUIPMENT, CLASS A

Award to DAIRY SEALED, INC.

For detailed descriptions and supplier credits see page 297

THE 1939 ALL-AMERICA PACKAGE COMPETITION

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MACHINERY AND EQUIPMENT, CLASS A

Award to GENERAL FOODS CORP., Jell-O Division

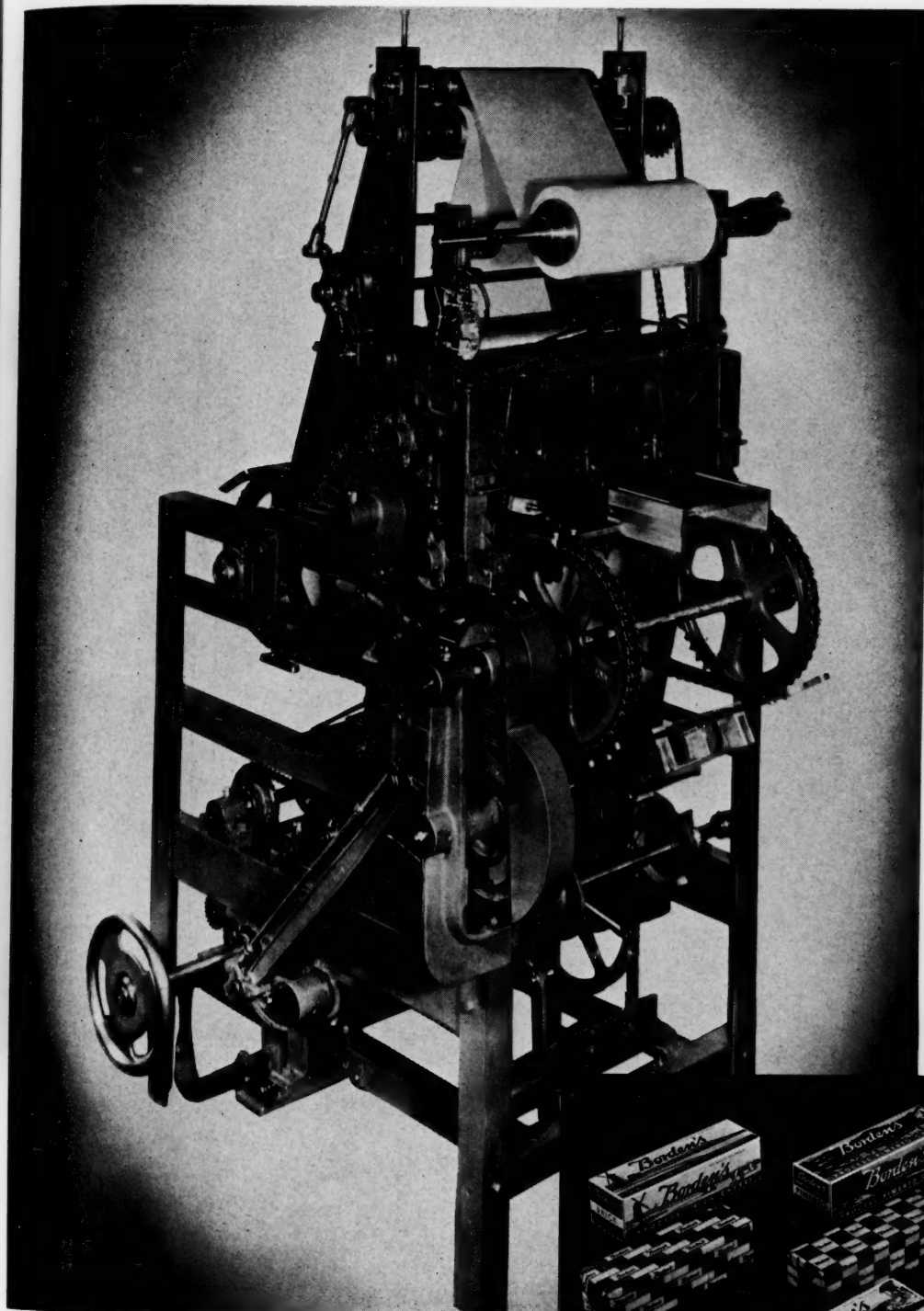
For detailed descriptions and supplier credits see page 292

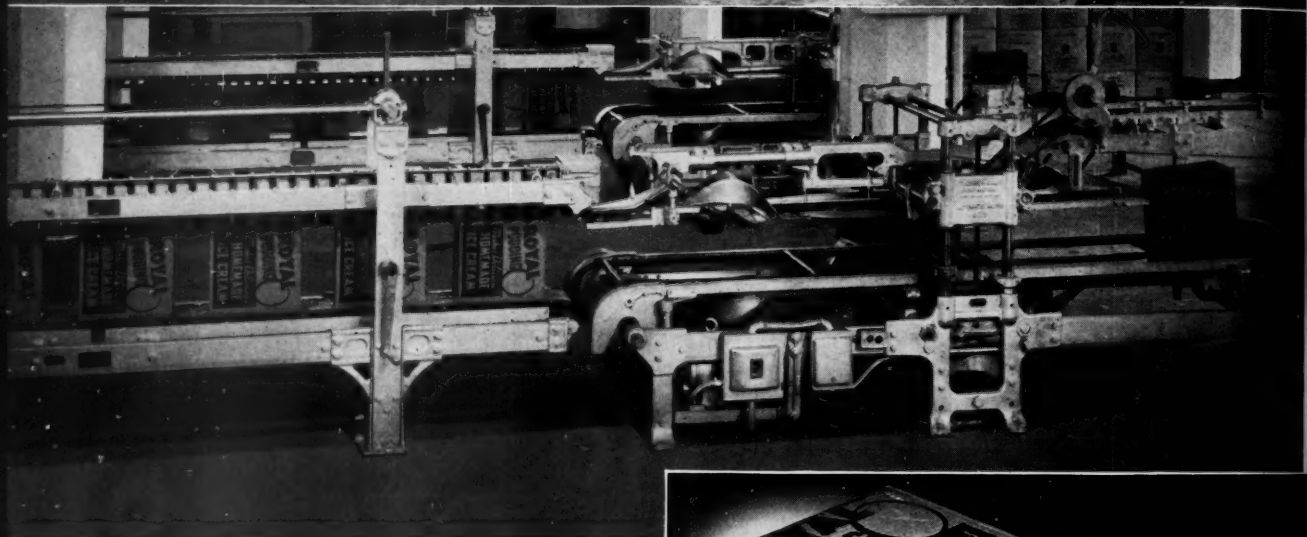
THE 1939 ALL-AMERICA PACKAGE COMPETITION

MACHINERY AND EQUIPMENT, CLASS A

Award to LAKESHIRE CHEESE CO., Division of The Borden Co.

For detailed descriptions and supplier credits see page 290





MACHINERY AND EQUIPMENT, CLASS B

Award to STANDARD BRANDS, INC.

For detailed descriptions and supplier credits see page 272

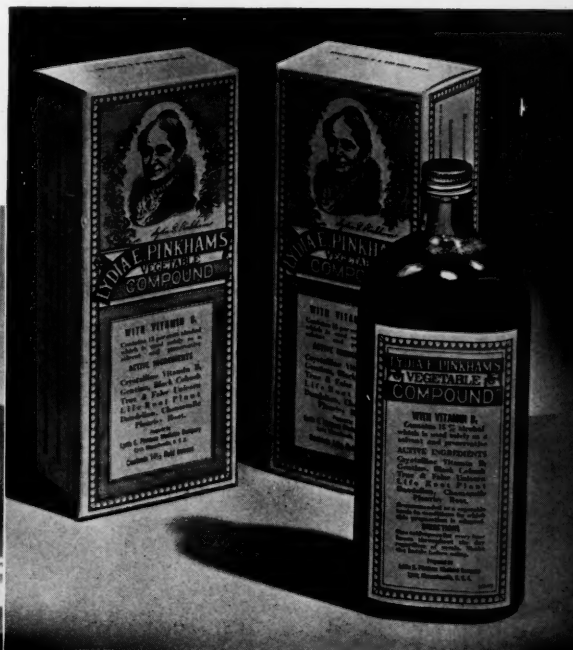
THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

MACHINERY AND EQUIPMENT, CLASS B

Award to LYDIA E. PINKHAM MEDICINE CO.

For detailed descriptions and supplier credits see page 278





COUNTER OR SHELF DISPLAYS

Award to JOHNSON & JOHNSON

For detailed descriptions and supplier credits see page 194

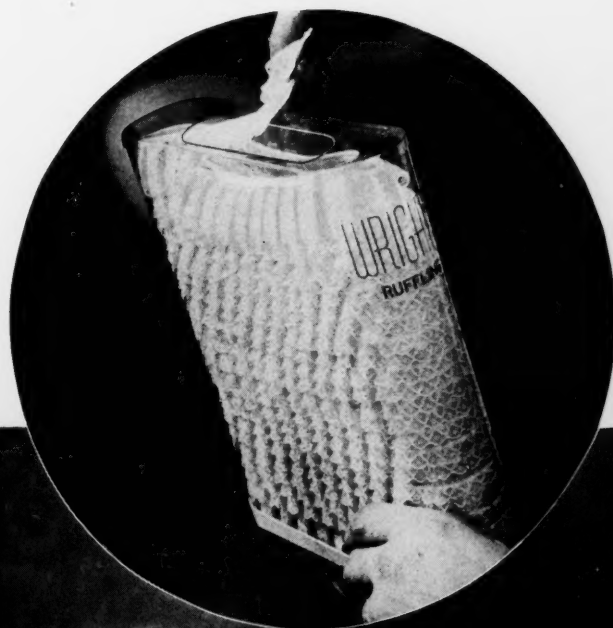
THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

COUNTER OR SHELF DISPLAYS

Award to WM. E. WRIGHT & SONS CO.

For detailed descriptions and supplier credits see page 195





COUNTER OR SHELF DISPLAYS

Award to GENERAL ELECTRIC CO., Incandescent Lamp Dept.

For detailed descriptions and supplier credits see page 195

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FLOOR STANDS AND DISPLAYS

Award to LAMONT, CORLISS & CO.

For detailed descriptions and supplier credits see page 196





FLOOR STANDS AND DISPLAYS

Award to FAYETTE R. PLUMB, INC.

For detailed descriptions and supplier credits see page 196

THE 1939 ALL-AMERICA PACKAGE COMPETITION

FLOOR STANDS AND DISPLAYS

Award to W. A. SHEAFFER PEN CO.

For detailed descriptions and supplier credits see page 197





WINDOW DISPLAYS

Award to COTY, INC.

For detailed descriptions and supplier credits see page 197

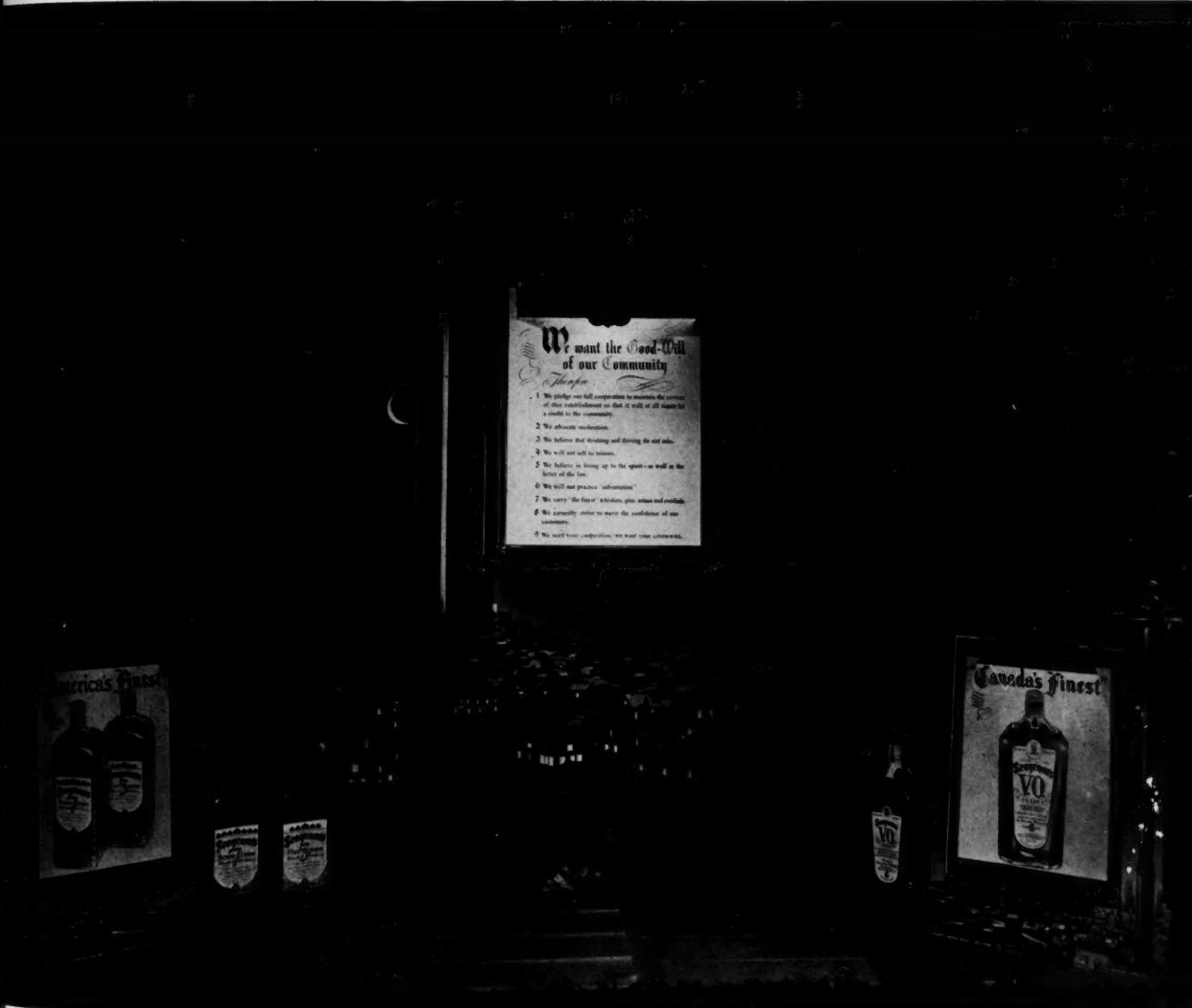
THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

WINDOW DISPLAYS

Award to SEAGRAM DISTILLERS, INC.

For detailed descriptions and supplier credits see page 198



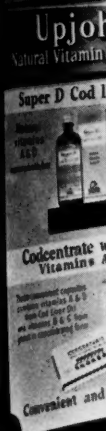


WINDOW DISPLAYS

Award to STANLEY TOOLS

For detailed descriptions and supplier credits see page 198

THE 1939 ALL-AMERICA PACKAGE COMPETITION

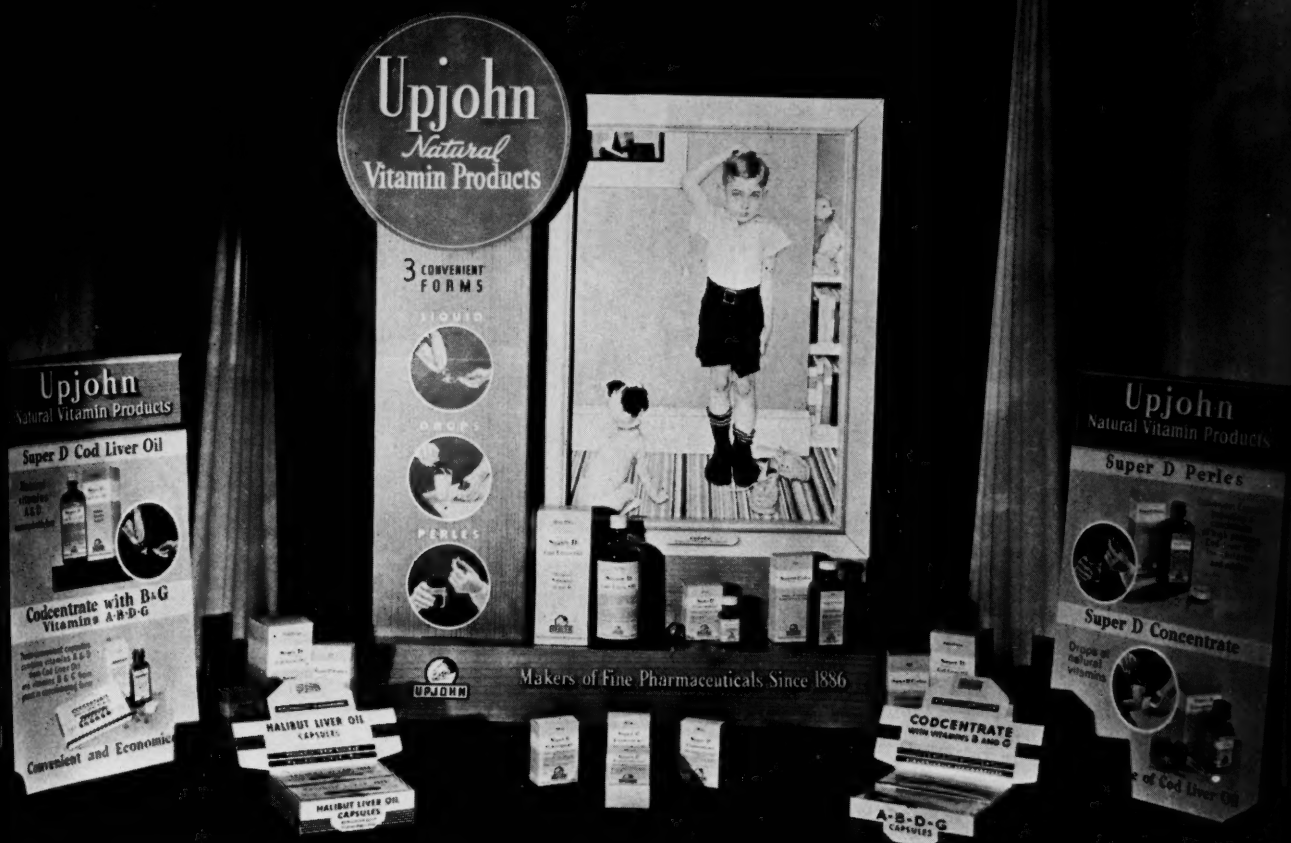


THE 1939 ALL-AMERICA PACKAGE COMPETITION

WINDOW DISPLAYS

Award to THE UPJOHN CO.

For detailed descriptions and supplier credits see page 199





SHIPPING CONTAINERS

Award to RAINIER FRUIT CO.

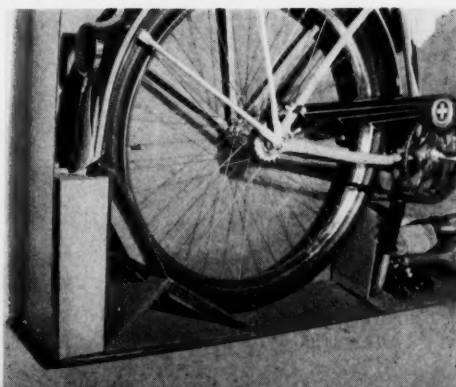
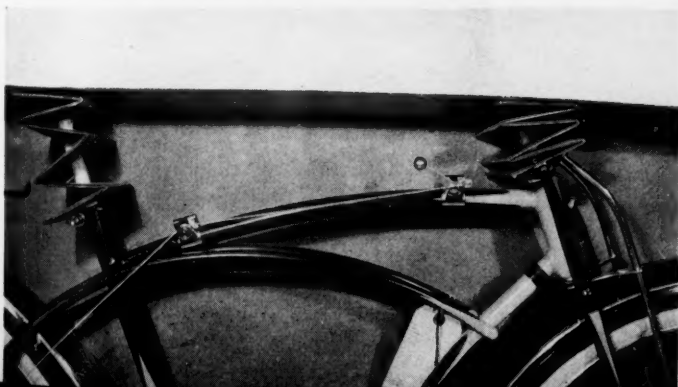
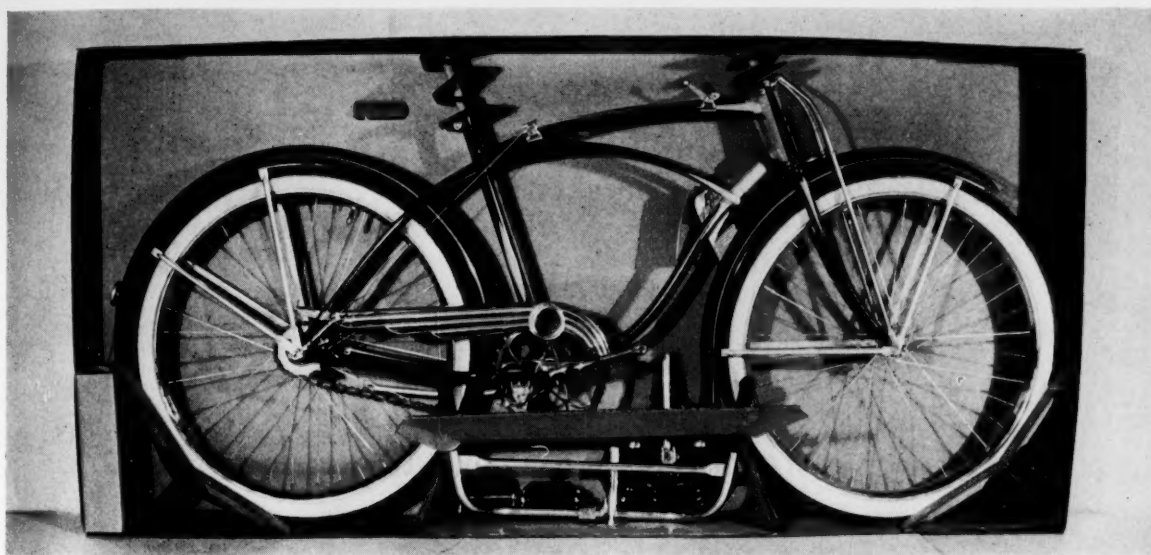
For detailed descriptions and supplier credits see page 199

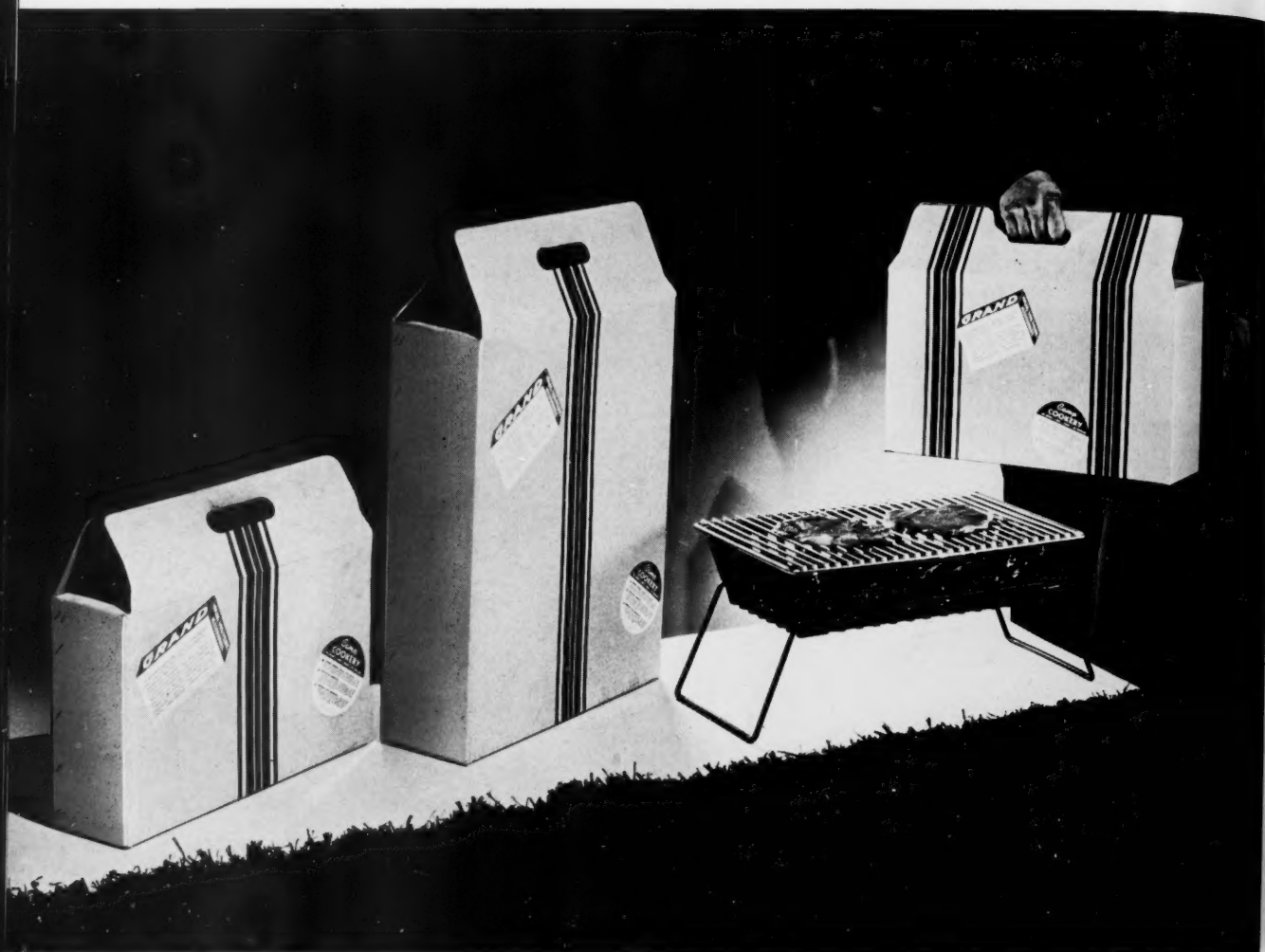
THE 1939 ALL-AMERICA PACKAGE COMPETITION

SHIPPING CONTAINERS

Award to ARNOLD, SCHWINN & CO., INC.

For detailed descriptions and supplier credits see page 200





SHIPPING CONTAINERS

Award to MICHIGAN WIRE GOODS CO.

For detailed descriptions and supplier credits see page 200

THE 1939 ALL-AMERICA PACKAGE COMPETITION

[illegible]



FAMILY GROUP

Award to MARY CHESS, INC.

For detailed descriptions and supplier credits see page 201

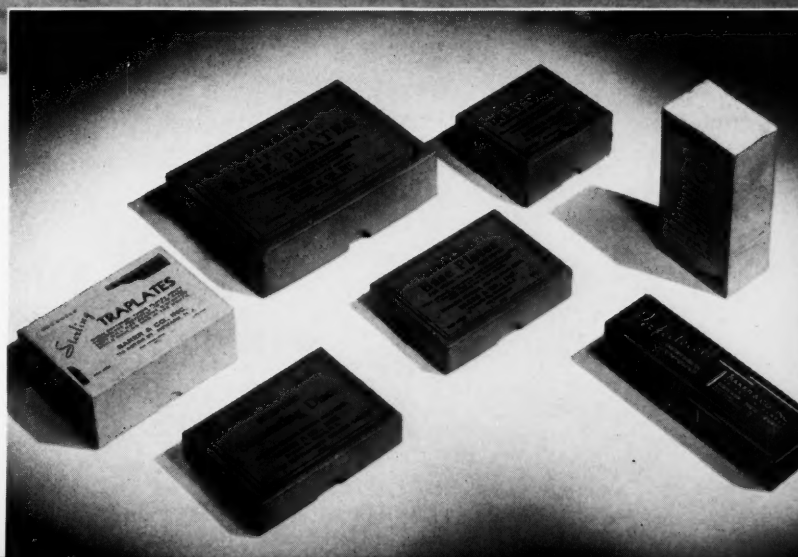
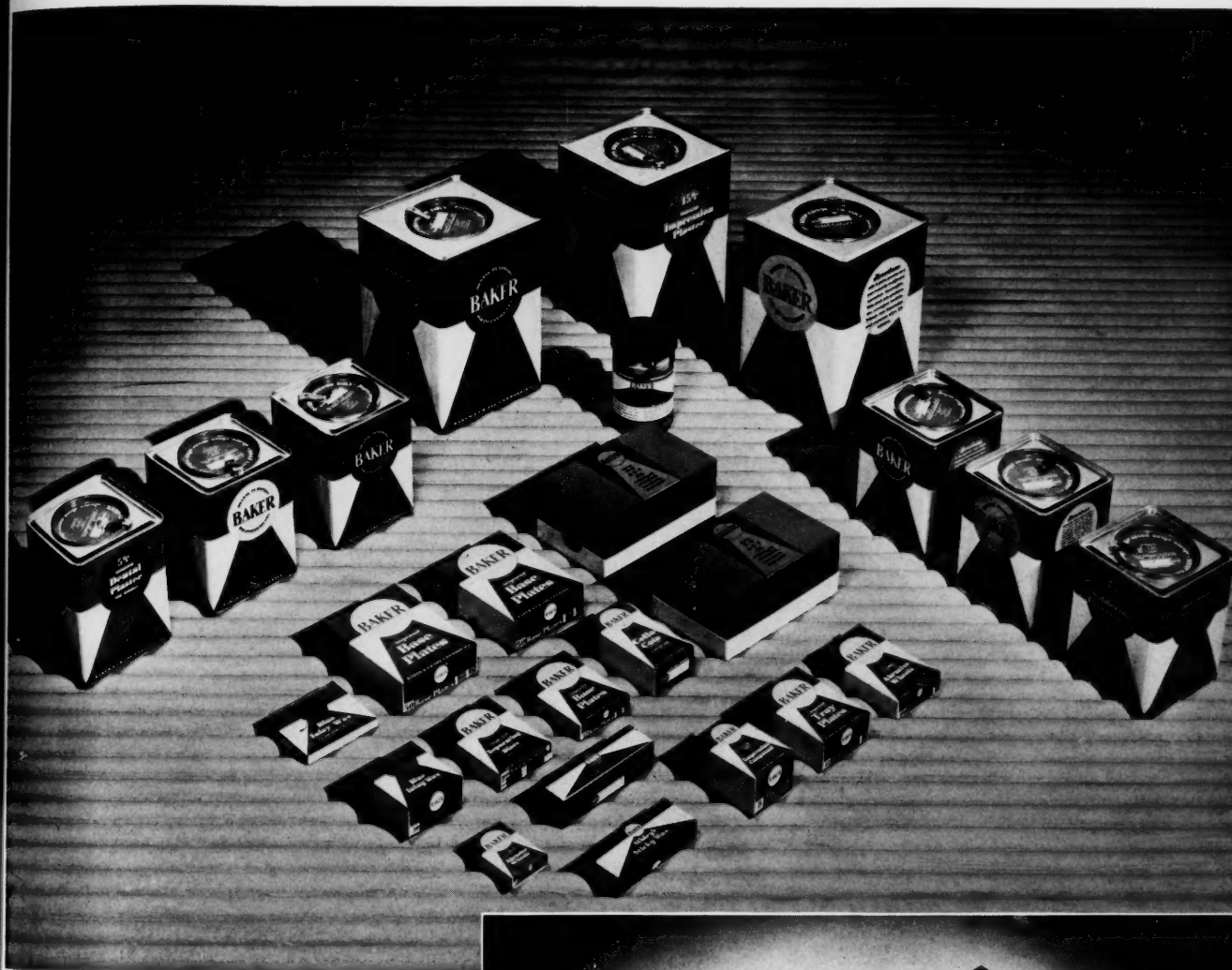
THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

FAMILY GROUP

Award to BAKER & CO., INC.

For detailed descriptions and supplier credits see page 202





FAMILY GROUP

Award to McCORMICK & CO., INC.

For detailed descriptions and supplier credits see page 202

THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

WRAPS, BAGS, ENVELOPES (OPAQUE)

Award to WM. MONTGOMERY CO.

For detailed descriptions and supplier credits see page 203





WRAPS, BAGS, ENVELOPES (OPAQUE)

Award to BAKER IMPORTING CO.

For detailed descriptions and supplier credits see page 203

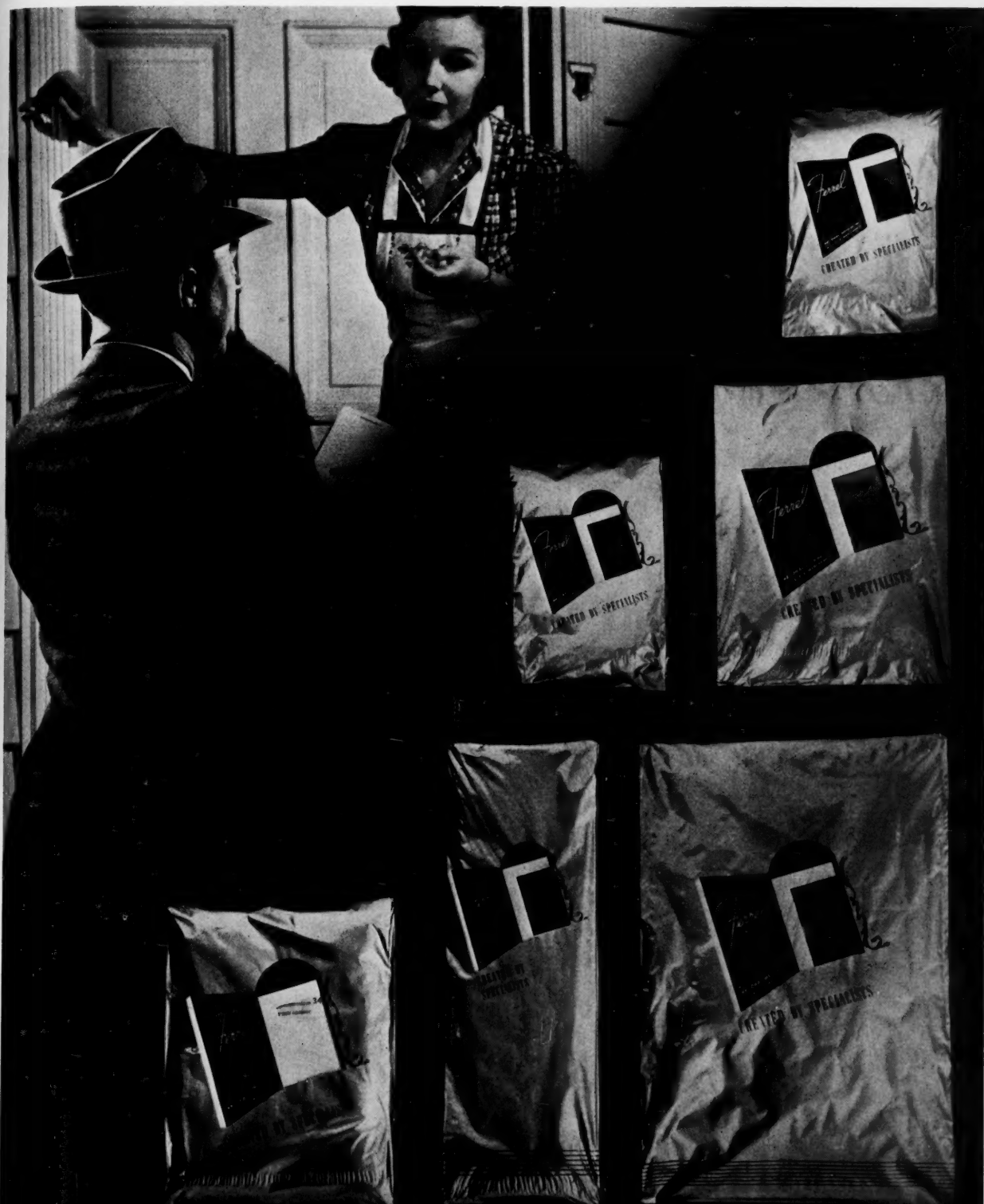
THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

WRAPS, BAGS, ENVELOPES (OPAQUE)

Award to FERREL MERCHANDISERS, INC.

For detailed descriptions and supplier credits see page 204





WRAPS, BAGS, ENVELOPES (TRANSPARENT)

Award to H. J. HEINZ CO.

For detailed descriptions and supplier credits see page 204



THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

WRAPS, BAGS, ENVELOPES (TRANSPARENT)

Award to SHEFFORD CHEESE CO., INC.

For detailed descriptions and supplier credits see page 205





WRAPS, BAGS, ENVELOPES (TRANSPARENT)

Award to MUSCATINE PEARL WORKS

For detailed descriptions and supplier credits see page 205

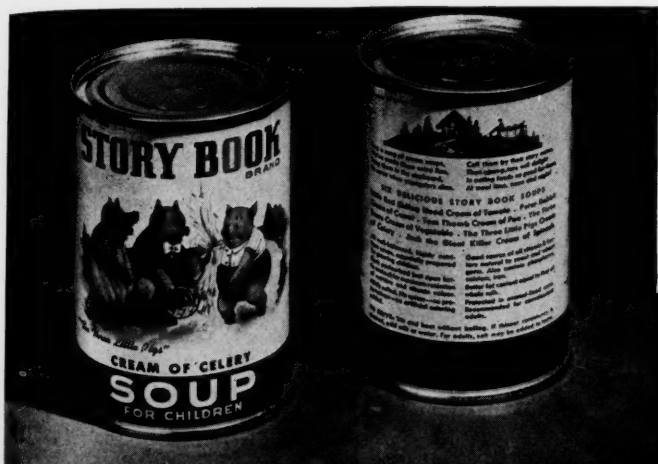
THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

LABELS AND SEALS

Award to KEMCO PRODUCTS CO.

For detailed descriptions and supplier credits see page 206





LABELS AND SEALS

Award to BUFFALO SPRINGS DISTILLING CO.

For detailed descriptions and supplier credits see page 206

THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

LABELS AND SEALS

Award to ELM FARM FOODS CO.

For detailed descriptions and supplier credits see page 207





CLOSURES

Award to KLEER-VU CHEMICAL CO.

For detailed descriptions and supplier credits see page 207

THE 1939 ALL-AMERICA PACKAGE COMPETITION

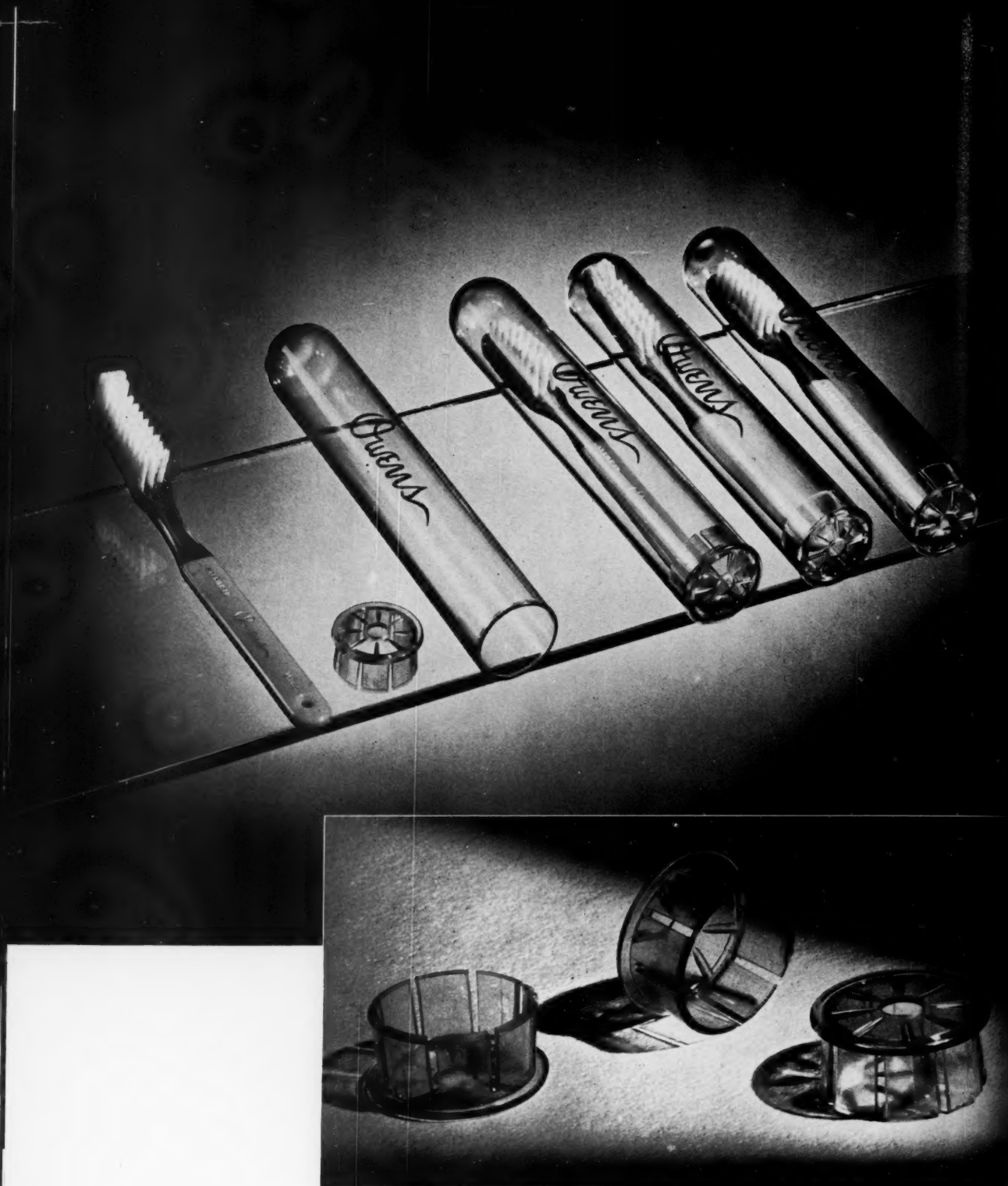
THE 1939 ALL-AMERICA PACKAGE COMPETITION

CLOSURES

Award to A. E. STALEY MFG. CO.

For detailed descriptions and supplier credits see page 208





CLOSURES

Award to THE OWENS STAPLE-TIED BRUSH CO.

For detailed descriptions and supplier credits see page 208

THE 1939 ALL-AMERICA PACKAGE COMPETITION

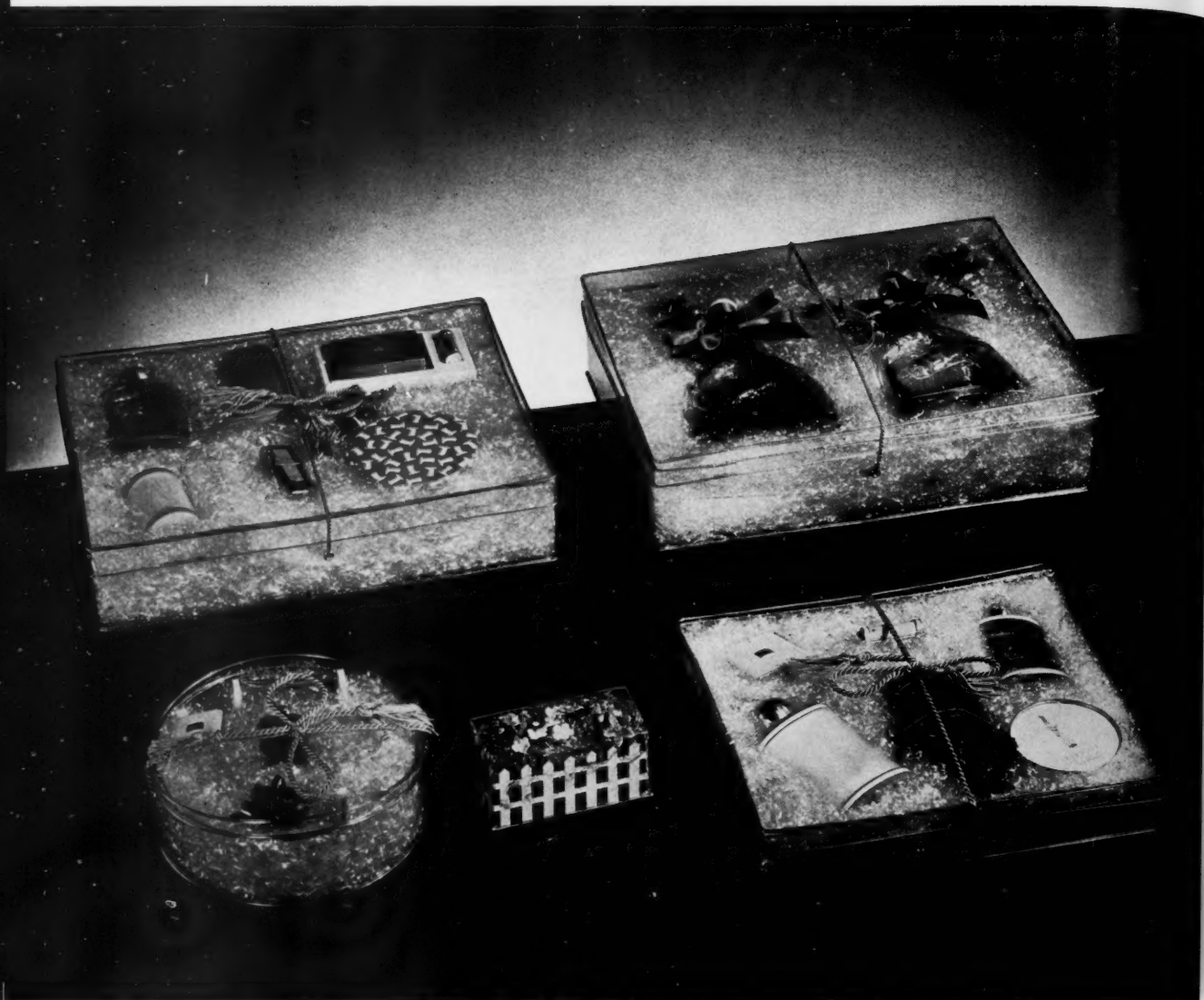
THE 1939 ALL-AMERICA PACKAGE COMPETITION

RIGID TRANSPARENT CONTAINERS

Award to BACHMAN'S, INC.

For detailed descriptions and supplier credits see page 209





RIGID TRANSPARENT CONTAINERS

Award to PARFUMS CHARBERT, INC.

For detailed descriptions and supplier credits see page 209

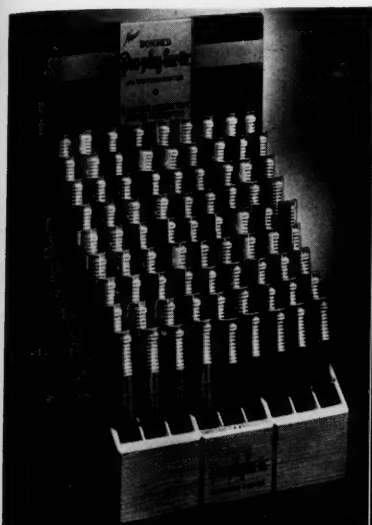
THE 1939 ALL-AMERICA PACKAGE COMPETITION

THE 1939 ALL-AMERICA PACKAGE COMPETITION

RIGID TRANSPARENT CONTAINERS

Award to PRO-PHY-LAC-TIC BRUSH CO.

For detailed descriptions and supplier credits see page 210





MISCELLANEOUS CONTAINERS

Award to BENRUS WATCH CO.

For detailed descriptions and supplier credits see page 210

THE 1939 ALL-AMERICA PACKAGE COMPETITION

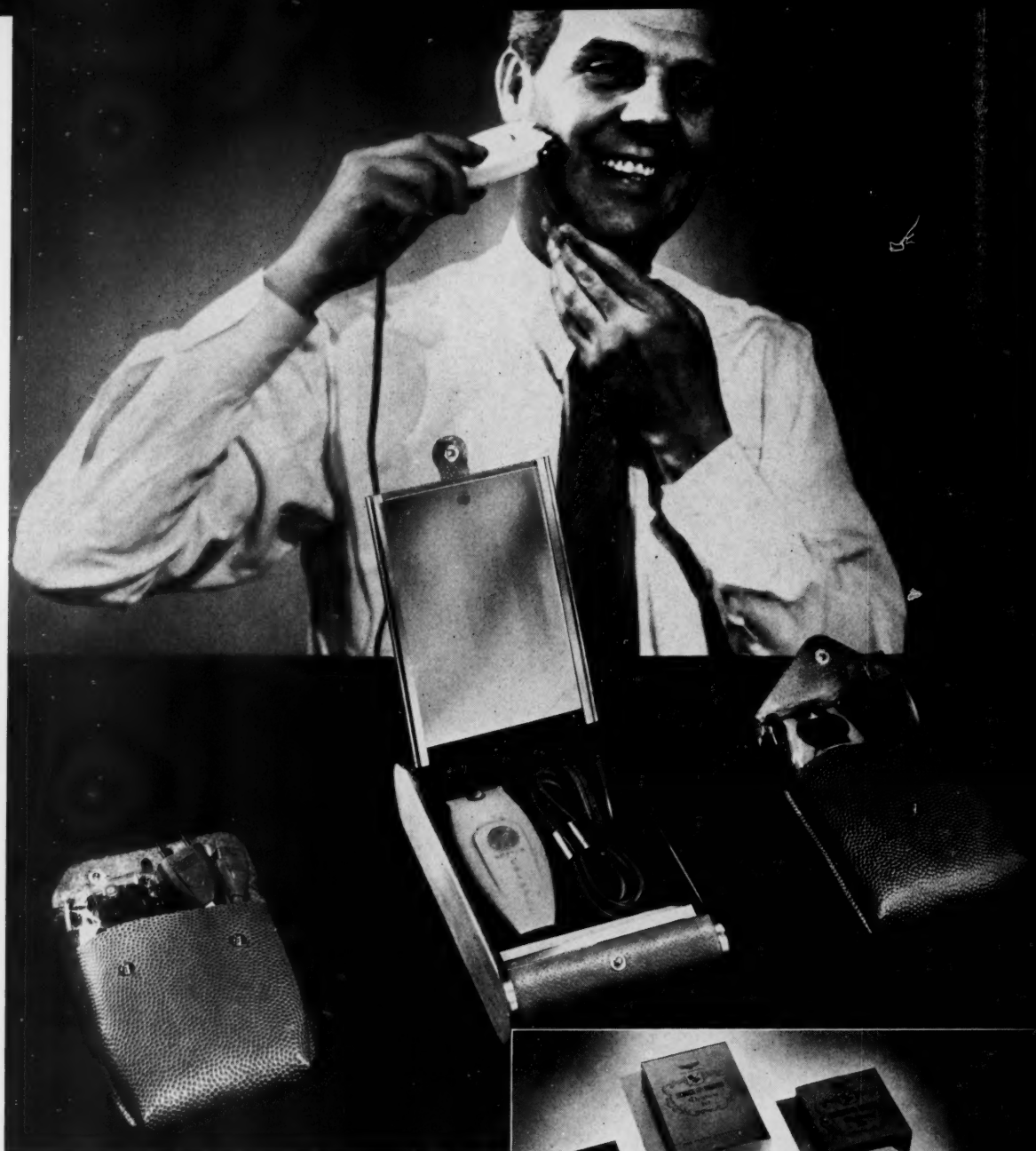
THE 1939 ALL-AMERICA PACKAGE COMPETITION

MISCELLANEOUS CONTAINERS

Award to LARSEN BAKING CO., INC.

For detailed descriptions and supplier credits see page 211





MISCELLANEOUS CONTAINERS

Award to SCHICK DRY SHAVER, INC.

For detailed descriptions and supplier credits see page 211

THE 1939 ALL-AMERICA PACKAGE COMPETITION

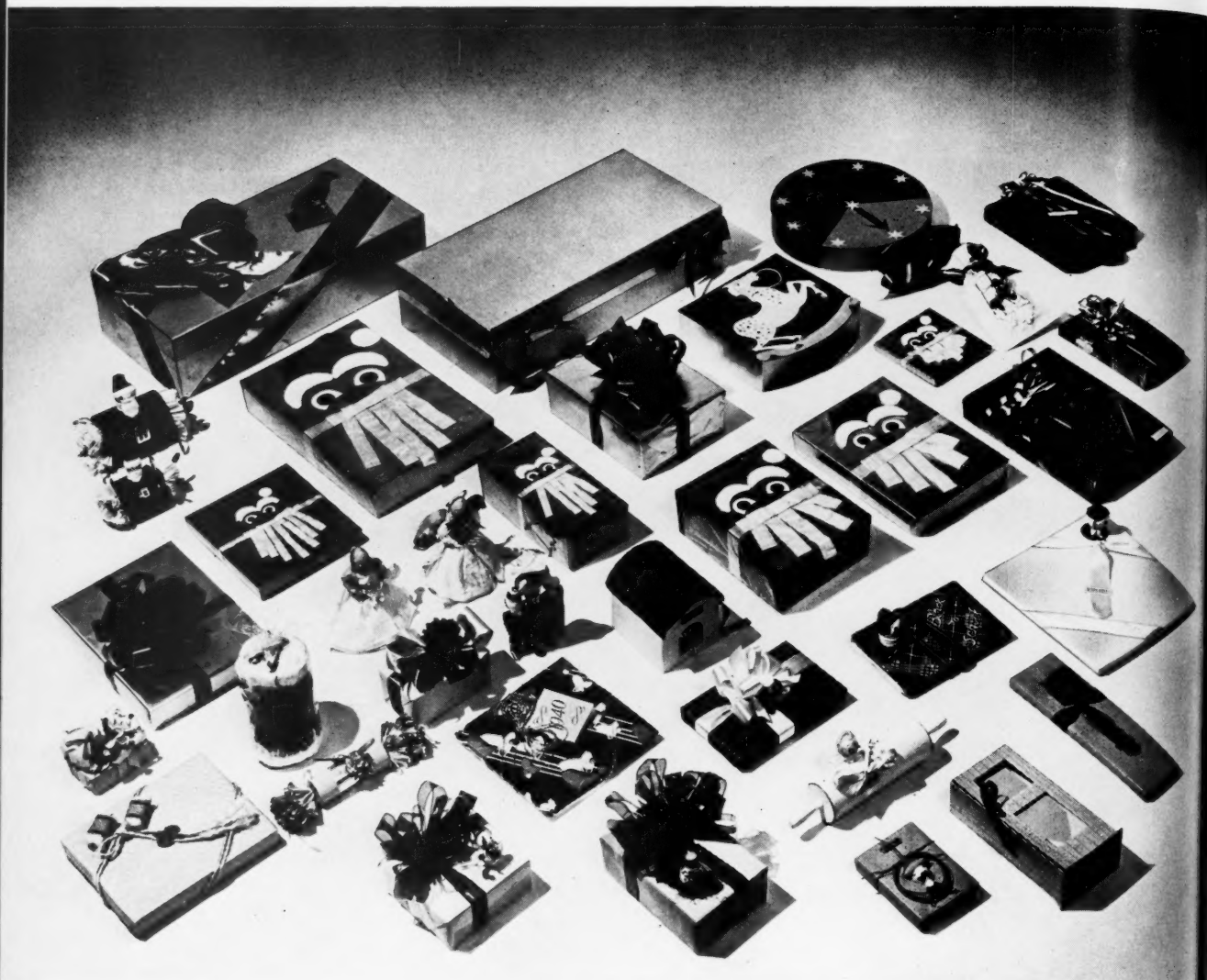
THE 1939 ALL-AMERICA PACKAGE COMPETITION

SPECIAL AWARD—TECHNOLOGICAL INNOVATION

Award to GIBSON CANNING CO.

For detailed descriptions and supplier credits see page 212





SPECIAL AWARD — GIFT WRAPPING

Award to NEIMAN-MARCUS CO.

For detailed descriptions and supplier credits see page 212

THE 1939 ALL-AMERICA PACKAGE COMPETITION

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An Index of Achievement

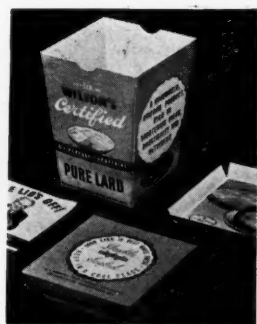
Being a series of detailed descriptions of the award-winning packages pictured on the preceding pages, with appropriate and well-earned bows for those who contributed towards their design and manufacture.

FOLDING CARTONS

Wilson & Co., Inc.

Having developed a significantly improved product, this company sought a suitable form of package which would overcome difficulties formerly experienced with this hard-to-package product. The solution was found in a rectangular, slightly tapered paper container made of board impregnated with a neutral material. Thus it was found possible to prevent grease, soakage or saturation without utilizing an inner liner. The package is constructed with a double lid. The outer lid being string tied and intended for throw-away at the time the package is opened. The inner lid is used as a re-closure by the housewife. The tapered design readily fits the hand, making the package easy to handle and permitting easy removal of the product. The unit takes up a minimum of refrigerator space. The color combination has been selected with a view towards obtaining striking eye-appeal under varied store lighting conditions. The space between the inner and outer lids is utilized for recipe booklets and other advertising material and can—if occasion demands—be utilized to carry small premiums. The double lid construction provides additional advantages in that it permits the housewife to open the package without wiping off any dust that may have accumulated upon it in the store or on covered shelves.

Credit: Carton Design and Manufacture, Sutherland Paper Co. Capping Machinery, Anderson Bros. Mfg. Co. String Tying Machinery, B. H. Bunn Co.



See page 123

for detailed photographs and other data regarding the above award winner

FOLDING CARTONS

Wilson Sporting Goods Co.

This package was developed with the primary objective of merchandising golf balls in units of three, but so packed that one ball could be removed by the consumer and the two remaining balls kept clean, fresh and absolutely new. Formerly, three balls came unprotected from each other and—in shipping—chafing, discoloration and soilage resulted. The balls were usually thrown into the golf bag without further protection, as soon as the outer wrapper was broken. The new three-ball carton is ingeniously perforated to permit a quick, clean, break-apart of the center nest, leaving two completely solid, tuck-end cartons for the remaining two balls. The exposed ball is played first and the other two remain safely protected against soilage and scuffing. A simple, diagrammatic illustration on the bottom of the package explains the break-apart feature. The three-ball units are displayed in a break-back carton of unusual stepped construction attractively decorated and lettered to focus attention upon the balls and packages. The outer protective carton carries the display carton to the dealer and embraces a cut and scored "hand escape" on the top tuck permitting easy accessibility to the merchandise within the carton. The display carton is further protected within the shipping carton by tubular buffers.

Credit: Designers, Roger R. Wilterding and Edward C. Berg. Individual Cartons, Display and Shipping Cartons, Ace Carton Corp. Cellophane, E. I. du Pont de Nemours & Co., Inc.



See page 124

for detailed photographs and other data regarding the above award winner

FOLDING CARTONS

J. B. Williams Co.

This new sliding blade package was selected by the All-America judges because of the simplicity and the ingeniousness of its construction. Previous devices of this sort were bulky and required the use of metal or plastics. Hence they could not be utilized on small, low-price sales units. The new device, by contrast, consists of a simple 2-color folding carton, a light-weight paperboard insert and a rubber band. The unique construction is admirable from the consumer's point of view in that it permits of the ready dispensing of individual blades as needed. At the same time, the base of the carton is so constructed as to solve the problem of disposal of used blades. But the advantages of the device do not stop with low cost and consumer convenience. The unit was specially designed for practicality on the assembly line. The crew of young ladies who fill these packages have a simple job to do because the inner structure snaps erect at the touch of a finger. The rubber band fits easily into place and—with the blades positioned—the entire group slides into the carton with the greatest of ease. Surface design is calculated to secure the greatest possible amount of brand name display for the relatively small package. The effect of extra color is achieved by permitting the contrastingly colored blades—which show through the die-cut window—to form an integral part of the package design. The entire package reaches the consumer in a cellophane wrap which serves the double function of assuring sanitation and of preventing the accidental displacement or pilferage of the individual blades. A full count of blades in good condition is therefore assured the consumer. The company, in the one campaign in which this package was used, reports sales as running far beyond normal levels and ascribes this sales increase to the consumer convenience features.

Credit: Inventor, Z. Auerbach. Designer, Ben Lewis. Cartons, American Coating Mills, Inc. Blade Envelope, Newark Ticket Co. Glassine Blade Wrap, Riegel Paper Corp. Cellophane Carton Wrap, E. I. du Pont de Nemours & Co., Inc.



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for detailed photographs
and other data regarding
the above award winner

COLLAPSIBLE TUBES

Shubador Corporation

Shoe cleaning kits are not a novelty. In number and in fact they have been what might be called "a drug on the market." Most of them are too bulky, too complicated and too messy in use. The Shubador kit is different. It combines an ingenious invention for the dispensing and application of the shoe paste with a compact group of accessories to form a sturdy, small, mess-proof kit that may be carried in the traveler's bag without endangering other items of apparel carried along with it. Moreover, the device is simple to use and is of a construction and appearance that makes its usage self-explanatory to the prospective consumer. The principal item in the case consists of a combining unit—a metal device which links the polish tube and the applicator brush into a single, handy gadget. Stamped of spring steel this device fits over the polish tube and screws into the hollow hood of the specially constructed applicator brush. The tube is sealed when it reaches the consumer with a punch through rubber valve in the center of the brush. By turning a small, metal key attached to the end of the tube, the cream is caused to flow through the tube mouth and through a flexible rubber valve into the body of the brush. The rubber valve which runs through the center of the brush from the tube mouth to the bristles is of a slotted construction. Thus, when pressure is applied by turning the key on the collapsible tube, the slot opens and the cream flows out. When pressure is no longer present, the slot closes and effectively seals the contents against deterioration and oxidation. In the actual cleaning operation the device is held in the hand much as a fountain pen might be held. Each kit also contains a washable mit made to fit the hand and used for applying the final polish to the shoes. Mit and brush applicator fit neatly and compactly into a 6 in. by 2 in. leatherette carrying kit.

Credit: Case and Mit, Cottonluxe Mfg. Co. Collapsible Tube, Peerless Tube Co. Handle and Key on Tube, C. T. Williamson Wire Novelty Co. Brush, Empire Brush Works.



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for detailed photographs
and other data regarding
the above award winner

COLLAPSIBLE TUBES

Kip Corporation, Ltd.

The need has long existed for a conveniently packed, prepared surgical dressing for emergency use and for inclusion in first-aid kits. Until recently, however, such a product could not be marketed at reasonable cost for lack of a suitable, easily-opened, sturdy container which would insure the sterility of the product and permit of sale at low unit costs. The need has now been met by the Kip Corp. whose product, Tu-Ba-Gauze (patent applied for) utilizes single service collapsible tubes as the packaging medium. Available in several sizes, the product consists of rolled gauze immersed in the medicated dressing and enclosed in a sealed, collapsible tube which thus preserves the unit against contamination and maintain its sterility. The tube is readily opened by simply cutting or tearing off the top. Where no handier instrument is available, the fingernail will do for this purpose. The package is readily portable and sturdy enough to permit of use in knapsack, automobile glove-pocket or first-aid kit. While the surface design of the package is definitely not of a decorative nature, the judges felt that this element was relatively unimportant in a unit of this sort, in view of the significant technical advance represented by the adoption of the package to this novel purpose. Neat, red-letting on a white background lists the active ingredients of the dressing and other data required by federal law and gives readable and easily understandable instructions for use. The item is distributed by surgical supply and safety-appliance houses as a separate unit or package in first-aid kits. It is also sold through retail drug stores and since its introduction in 1939 is reported to have achieved a very wide usage both in its industrial applications and among motorists, sportsmen and home owners. The company reports that to the best of its knowledge, this use of the collapsible tube type of container is entirely novel and is the first successful attempt to provide a wet dressing in such form that it can be applied from the original container.

Credit: Container, Sun Tube Corp. Filing and Closing Machine, Arthur Colton Co.



See page 127

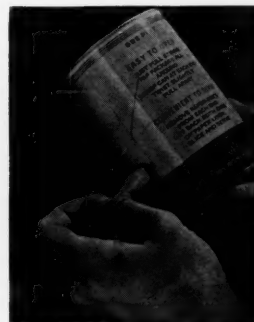
for detailed photographs
and other data regarding
the above award winner

FIBRE CANS

Fortune's, Inc.

The trend in ice cream manufacture has been towards factory unit packaging both for sanitation purposes and to minimize the labor of the dealer. Most earlier containers devised for this purpose were of folding carton or of tub construction. The Fortune Ice Cream can however, utilizes a fibre container with recessed, metal ends and equipped with a pull string opening device that effectively seals the product against tampering. The fibre body is ripped in half by the consumer by pulling a string surrounding the center of the container. A slight twist then pulls the top off the can disclosing an inner paper lining. Paper discs at each end further protect the roll of ice cream. When the discs are removed, the lining is laid back at both ends and the product is ready for serving. The recessed ends make it possible to pack the product for shipment in corrugated or solid fibre containers with dry ice as a refrigerating agent. The containers therefore, reach the dealer—and the consumer—in perfect dry condition and may be maintained in this condition right up to the moment of serving. Shape and size are ideal for refrigerator use. A gold, cream and blue color scheme is utilized on the attractive design. The back panel of the label carries simple instructions explaining the advantages of the container and demonstrating the manner in which it is to be opened. The package is reported to have been the largest selling item in the company's 54-year history. In the first four months of its usage over 75,000 of these pint packages were moved into consumer hands. A substantially greater quantity than previous sales records had led the company to anticipate as within the realm of possibility. The sales increase is ascribed in its entirety to the structure of the package, both because of the consumer appeal embodied in the convenience of the container and because of its improved value as a display package in the eyes of the dealer whose convenience it serves.

Credit: Label Designed and Supplied by Wurzburg Bros. Can Manufactured, Sefton Fibre Can Co. Can Designed, Wurzburg Bros.



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for detailed photographs
and other data regarding
the above award winner

FIBRE CANS

Defender Photo Supply Co., Inc.

Defender's 777 Panthermic Developer is supplied to the consumer—the professional or amateur photographer—in the form of two different, but supplementary powdered chemicals. In devising a suitable package it was, therefore, necessary to secure multiple compartments in a single unit and to provide means for attaching to the package complete instructions for preparing solutions and complete directions for use. Simplicity in packaging, attractiveness on the dealer's shelves and easy opening were paramount considerations in design. In addition the contents had to be kept moisture proof and tamper proof. Confronted with this unusual grouping of problems, designer Harold Harvey developed a fibre container built of several layers of bristol board with interleaving, water-proofing layers. Metal plug closures, enameled on both sides, were used to close both ends of the container. The central diaphragm divides the unit into two sections. The metal closures are held in place by colored, Scotch cellulose tape. The problem of providing the lengthy instructions was solved by utilizing the instruction book as a label. The tearing of an indicated and clearly marked perforation releases the label-booklet and exposes the underlying cellulose bands. The package is, therefore, effectively tamper proof, since the perforation must be cut before the bands can be removed and the package opened. The closures are flanged and extend beyond the walls of the can, thus serving to hold the instruction book label in place. Imbedded in the contents of each compartment is a wax impregnated cardboard capsule containing chemicals. Thus the consumer receives measured quantities of all the ingredients necessary for the creation of a batch of developer liquid. Both the cellophane bands and the capsules are color-coded to prevent misidentification. As a completely new product no comparisons are possible with earlier sales records.

Credit: Designer, Harold Harvey. Fibre Can and Closures, Platt Corp. Labels, Brewer & Newell. Wax Capsules, Stone Paper Tube Co., Inc. Scotch Cellulose Tape, Minnesota Mining & Mfg. Co. Weigher and Filler, Syntrol Co. Scales, Check Weighing and Filling, The Exact Weight Scale Co.



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for detailed photographs
and other data regarding
the above award winner

GLASS CONTAINERS

Frances Denney

In redesigning this line of cosmetics, the problem was to give similarity, character and dignity to five or six different shapes or sizes of bottles and jars. This was successfully accomplished by designing two different types of bottles selecting a series of standard opal jars and then tying the two type of containers together by similarity of color treatment and labeling. Because of the large assortment of preparations, two different types of bottles were required. For the standard preparations a plain bottle was utilized in conjunction with a relatively small label permitting the consumer to get a good view of the contents of the package. Raised script designs run around the center of the both bottles and serve not merely as decoration, but also to provide a good grip and prevent slipping of the bottle in wet hands. The neck bands of ribbon add a colorful note and tie in with the ribbon design of the glass decoration. The oval cross section was selected both to attain interesting color highlights as light is reflected through the bottles and products and to provide for convenience of the consumer in holding the containers. The opal jars are of round cross section with specially designed plastic caps tying in with the color scheme utilized on the clear glass containers. Golden initials, in applied lettering, run around the bottle walls on either side of the neatly lettered labels. The latter are printed on metallic papers to add an additional sparkling touch. Each container is instantly recognizable as a member of the family line, yet the similarity throughout the group is not so complete as to destroy the interest and the eye appeal of the line, when placed upon display on the counters of the upper level department stores and specialty shops through which this product moves to the consumer. The new containers were counted upon principally as a means of attracting additional new business and of modernizing the entire line.

Credit: Designer, Raymond Loewy. Bottles, Carr-Lowrey Glass Co. Closures, Armstrong Cork Co. Label, A. L. Reid & Co. Opal Jars, Hazel-Atlas Glass Co. Printing on Containers, Anigraphic Process, Inc.



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for detailed photographs
and other data regarding
the above award winner

GLASS CONTAINERS

Distilled Liquors Import Co., Inc.

The designers—or rather the redesigners—of these packages were confronted with a number of problems. It was necessary to transform the old, over-ornamented bottle into one which would be expressive of dignity and quality. Secondly, it was desired to provide legibility and display value on the labels which heretofore were cluttered with unrelated decorations crowded with small lettering and embossed in gold on a gold foil with only a little black in the background to make the design visible at all. Little, indeed, of the old package was retained. The large flask-shaped bottle with embossed cobwebs was transformed into a smooth, graceful, tear-drop form. Embossing was held down to a single ring of pearls at the collar and a small, red, embossed seal reproducing the head of William Penn was utilized as an applied decoration. An amber type of glass was selected as most fitting for a product of this sort, and the package design was made to depend for attractiveness chiefly upon the beautiful contour. Yet, in seeking beauty, the designers did not forget practicality. The new package, in fact, is more practical both from a production and a use standpoint. In all sizes it is easy to pick up and to hold for pouring. The tear-drop shape represents an ideal form for the glass manufacturer and one which is inherently sturdy. So, too, with the label. The old, over-elaborate scheme was discarded in favor of a buff colored text paper with lettering in a deep brown against a background provided by the reproduction of a yellow sheaf of wheat. The shape of the label was changed to an oval to harmonize with the lines of the bottle. Embossed top corks were adopted as a suitable closure and a secondary seal, of the viscose type, was used to cap the bottle and cover the tax stamp. A buff color was selected for this seal matching that of the label paper and providing a suitable background for the reproduction of the brand name. Black ink was utilized for the lettering.

Credit: Designer, Georges Wilmet. Bottles, Owens-Illinois Glass Co. Labels, American Label Co. Seals, Richard M. Krause, Inc. Viscose Secondary Seals, E. I. du Pont de Nemours & Co., Inc. Embossed Top Corks, Armstrong Cork Co. Shipping Containers, Owens-Illinois Glass Co. Filling Equipment, Karl Kiefer Machine Co. Sealing Equipment, J. L. Ferguson Co. Conveyors, Alvey-Ferguson Co., Inc.



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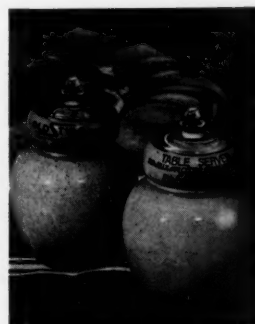
for detailed photographs
and other data regarding
the above award winner

GLASS CONTAINERS

The Olds Products Co.

There are hundreds of different brands of prepared mustard on the market. For a new brand to win acceptance in short order would usually require a tremendous advertising and promotional campaign. But Oldstyle Mustard has achieved a remarkable sales success in a relatively short period, largely on the strength of the consumer appeal of its package. Package consists of a glass jar and lid of unusually attractive design and with a high finish making it suitable for table use. To secure an effective, permanent seal between jar and lid, to guarantee the product against tampering and to help dress up the container, a band-tight, viscose closure was adopted. Since it was felt the consumer would not readily put upon the dining table a jar carrying advertising matter on the label, it was decided to place all label information upon the viscose seal. Thus when the seal is broken in opening the package, only the neat container is left ready for use on the table of the most meticulous housewife. The manufacturer's name and brand, together with simple opening instructions are imprinted upon the viscose bands. Several colors of band being utilized to enhance the colorfulness and eye appeal of the grouped jars, when placed upon display. Both dealer and consumer acceptance is reported to be most enthusiastic and is ascribed by the company to the simplicity of the package, to its eye appeal both in the store and on the table and to the high quality of the glassware utilized. The viscose seals are reported to present no problem on the production line and the elimination of extra labeling operations and of the cost of extra labels is reported to go far towards covering any difference in cost as between the jars which are utilized, and less expensive—but less attractive and more commercial looking—jars that might have been selected. The acceptability of the jars as storage containers for candy, spices, sugar, salt and other household staples has been found to encourage consumers toward repeat purchases, since satisfaction with the quality of the product is supplemented by the desire to build a set or series of the attractive containers.

Credit: Glass Jar and Lid, Hazel-Atlas Glass Co. Decorated Viscose Band, E. I. du Pont de Nemours & Co., Inc. Sealing Gasket, White Cap Co. Filling Equipment, Pneumatic Scale Corp., Ltd.



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METAL CONTAINERS

The James Hanley Co.

This package represents one of the first instances of use by the brewing industries of a newly developed container of unique construction. The Hanley Silver Jug is not a can in the conventional sense. It has neither side seams nor top seam. The entire container, with the exception of the bottom, is formed from a single blank of aluminum-coated steel. In addition to the claims made as to the increased sturdiness of this type of container formation, the Silver Jug boasts an attractive appearance, since the design is not marred by a side seam and since no ridge exists at the point of juncture between side walls and shoulder to gather dust or liquid. In addition to the aluminum coating, the inner walls of the container have the extra protection of a wax lining which, it is claimed, makes the container entirely neutral as to taste and odor. The pouring lip on the container was designed to facilitate the discharge of the fluid in a smooth even stream. The shape and construction of the container are claimed to have the effect of facilitating the exhaustion of air from the headspace during the filling operation. The decoration of the container is built around the company's established label design, the basket weave pattern extending entirely around the jug and framing the product designation, trade mark and company name on the front face of the container. In other respects, the container is similar to those which have heretofore been available in the field. It uses the standard Crown cap. It is filled on standard machinery and handled and distributed in an identical manner to that of any other metal beer container. The package was first placed upon the market at the beginning of November, 1939, and a steady increase in sales is reported by the company as occurring from week to week. Dealer reception has been most enthusiastic and salesmen for the company reported much curiosity arising both from dealers and consumers as to the nature of the can's construction.

Credit: Can Design and Manufacture, The Crown Can Co. Crown Cap, Crown Cork & Seal Co., Inc. Shipping Cases, Container Corp. of America. Casing Machines and Automatic Packers, Standard-Knapp Corp. Rinser, Crown Cork & Seal Co., Inc. Filler, Sealer and Pasteurizer, Liquid Carbonic Corp.



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and other data regarding
the above award winner

METAL CONTAINERS

The Atlantic Refining Co.

Atlantic quality lubricants are now packed in 5-gal cans with lithographed side walls and an ingenious safety pouring spout arrangement which makes them suitable for re-use as household or garage utility containers for oil, kerosene or water. The cans are of extremely sturdy construction, protected against deterioration by the lithographed side walls and galvanized top, spout and closures. A wire loop with wooden carrying handle makes for convenience in handling while the dual closures make for ease in filling and ejecting both the original contents and any material that may be placed within the containers when these serve in their re-use capacity. Package design stresses simplicity and emphasizes a gigantic A (for Atlantic) which serves as a long term advertisement for the company's products. Particularly interesting is the sales story behind this unusual container. The idea of using this type of package was submitted to the company and a trial order of two carloads of cans was filed as an experiment. A certain number of filled cans were allotted to the company's various sales divisions, one division having been given several hundred cans as its quota. With 24 hours of the making of this assignment, a single salesman in this division had sold the entire number. Within 30 days of the first delivery, orders for five times the original number of packages had been placed and sales were reported as still mounting far beyond the availability of supplies. This case history illustrates once again the potentialities of re-use packaging. It would have been perfectly possible to use a much less elaborate, lighter, less expensive container, if the only desire had been to bring the product to market. But the market to which this product must be brought is one which is willing and anxious to receive plus values in terms of a package which can be utilized in the garage, in the shop, around the house, or on the farm. Because The Atlantic Refining Co. provided such a package—sturdy, long-lived, convenient, ingenious—it has earned sales in carload lots which could not otherwise have been expected.

Credit: Can, Owens-Illinois Can Co.



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METAL CONTAINERS

McCormick & Co., Inc.

Iron glue has, for some years, been a product of McCormick & Co., Inc. which was packed in metal cans with rather undistinguished paper labels. These were found undesirable, both from a viewpoint of their inadequate design and because they did not stand up too well under the hard usage given to these containers in stores and by consumers. The decision was, therefore, made to utilize lithographed, metal cans and a new series of round containers with triple friction plug closures was developed. The gallon container with handle and pouring spout was likewise added to the line, equipped with an easily removed and re-sealed type of closure. The decision to lithograph the container walls necessitated the redesign of the package decoration and the product slogan, "An Elephant for Strength" provided the theme for the dramatic and effectively simple new pattern. Each package features as its principal point of illustration a cartooned elephant whose trunk has been caught in the glue and whose strength cannot pull him loose. Immediately below this black hulk a band of yellow runs around the can upon which is imprinted the strongly lettered slogan. The upper portion of the can walls is in a bright red with the product name appearing in bold white lettering on two lines. The choice of colors of the extremely bold design combine to make for highly effective display on shelves or in windows. The range of sizes reproducing identical designs adds a note of interest when a group of the packages are used for display. The company reports a pronounced increase of the movement of the product, since the new design was introduced and a particularly gratifying increase in dealer willingness to bring the product out from behind the counter position and into prominent display. The use of the spring operated re-seal closure on the gallon can is reported to meet particular consumer approval, since the nature of the product makes a tight re-seal desirable and since the threaded cap tends to get stuck.

Credit: Designer, Jim Nash. Can, American Can Co. Closure (1-gal. can), Williams Sealing Corp. Closures (smaller cans), American Can Co. Corrugated Shipping Containers, Fairmont Box Co. Case Sealers, Standard-Knapp Corp.



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SET-UP PAPER BOXES

McKesson & Robbins, Inc.

A holiday presentation that makes a complete break-away from all tradition in the men's toilet accessory field is the McKesson men's set. The new "construction angle" is based upon a vertical rather than a horizontal presentation of the items in the set. In earlier sets put out by this company for previous holiday seasons—and as a general practice throughout the field—long, low, oblong boxes were almost invariably utilized. These required the horizontal placement of items which were originally designed to stand vertically. The new box, by contrast, consists of a platform type base, die-cut to provide receptacles for five standard McKesson products—shaving lotion, tooth powder, shaving cream, shaving talc and hair lotion. As so presented, the items gain in display value—when the package is shown open—to an extent that could not be hoped for in the ordinary type of presentation. The top of the container rests as a hood over the base and contents and is held in place by a snap button at the end of two strips of decorated fabric ribbon. Thus, in carrying the package, it may be lifted by the ribbon and all danger of the bottom dropping away thereby eliminated. The design is bright and modern in appearance, the colors having been selected to lend themselves to mass display during the holiday season. The side walls of the box lid were designed to serve a secondary function as a pedestal for the base when the kit is placed on display. The kit has been worked up in two separate color schemes, permitting consumers to make a personalized selection. Sales, the company reports, were particularly active during the recent Christmas holiday season and these were ascribed to the nature of the construction adopted for the new container and to its attractive appearance.

Credit: Set-up Boxes, Douglas Young, Inc. Cartons, Ace Carton Corp., The Warner Bros. Co., Continental Folding Paper Box Co. Bottles, Owens-Illinois Glass Co. Paper, Wyomissing Glazed Paper Co., Narragansett Coated Paper Corp., Lowe Paper Co. Cans, Owens-Illinois Can Co., Liberty Can Co. Collapsible Tubes, Victor Metal Products Co., Atlantic Manufacturing Co. Labels, Herlin Press, Inc. Closures, Colt's Patent Fire Arms Mfg. Co. Ribbon, Wick Narrow Fabric Co.



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SET-UP PAPER BOXES

Cannon Mills, Inc.

The packaging history of Cannon Mills goes back to 1929. From that year through to 1933, cellophane wraps were utilized, emphasis being placed on the way in which the towels, wash cloths and bath mats were folded or rolled to make a pleasing combination. The cellophane wrap permitted complete visibility of the contents while protecting the product against dust and handling. In 1933, a closet box was introduced which was likewise sold as a gift container. This package was a standard type of flat set-up box and was covered with a fancy polka-dot paper. It was in 1936 that the first line of holiday gift sets were used. Four gift containers were developed, each box containing a different combination of towels. In 1939, eleven towel gift sets were used. These packages are more elaborate than any of the previous gift containers. This year also marks the first complete gift set line for sheets. Six differently styled containers are used and two combination gift sets, including both sheets and towels, were introduced for the first time. In design and decoration, the sheet sets are closely related to the towel gift sets. The same general color scheme has been used throughout, making possible the use of all the Cannon sets in combined window and store displays. Set-up boxes, with and without hinged lids, transparent cellulose windows and hoods and novelty shapes are all adapted for use in presenting the gift sets. The containers, generally, accomplish two things: one, they provide a fine display setting for the products and two, they transform a utilitarian product into a gift item. An added feature, in some instances, is the re-use possibilities achieved. In addition to re-use values, the colorful containers form interesting display effects in the retail store.

Credit: Boxes by Old Dominion Box Co., High Point Paper Box Co. Paper by Matthias Paper Corp., Welsh Paper Co., Louis Dejonge & Co., Hampden Glazed Paper & Card Co., W. C. Hamilton & Sons. The Glamour Box Wraps printed by Zeese-Wilkinson Co., Inc. Transparent material, Celluloid Corp. Consultation and Sampling for all packages by Wallace Paper Box Corp.



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SET-UP PAPER BOXES

Hickok Manufacturing Co., Inc.

This company has achieved a well-earned reputation for the excellence of all packaging efforts over a long period of years. It has, in fact, on several previous occasions received the accolade of the All-America judges. Its 1939 line of set-up paper boxes for jewelry, belts and buckles and braces have been selected for top award both for the excellence and refinement of design which these packages exhibit and because they represent unusually fine examples of box making. All of the packages feature the double horse head design which characterizes the 1939 advertising and promotion campaign of the company. In this respect a tie-in was effected as between packages, display cards and newspaper and magazine advertising. In most instances the design appears as the only decorative element on the package face. A delicate embossing being utilized, usually contrastingly colored and set off against a plain glazed paper background, the only other decorative note on each package—other than that essential decoration introduced by the selection and combination of fine papers—is found in the gold embossed word Hickok which identifies each unit as a product of this well-known house. While emphasis has been placed on design as the major consideration governing the judges' choice in this instance, it should be noted that the company gave much consideration to the element of dealer convenience. Thus anticipating substantial handling for the packages during the pre-Christmas rush, Hickok was careful to select water-proof plate papers for its box covers, since this, it was felt, would be paper able to resist staining under adverse counter conditions. The family of gift containers have been found to be prominently displayed as a group in the retail store and to have enjoyed a good degree of consumer acceptance.

Credit: Designer, C. M. Leopold. Brace Boxes, Wm. Buedingen & Son and Flower City Specialties Co. Jewelry Paper Boxes, Dennison Manufacturing Co. Water-proof Plate Paper, Hampden Glazed Paper & Card Co. Brace Paper Box Wraps, Syracuse Litho. Co. Brace Folders, Shellmar Products Co. Transparent Material, Kodapak, Eastman Kodak Co.



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Credit:

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PLASTIC CONTAINERS

Gruen Watch Co.

Molded plastic packages were a startling innovation in the fine watch and jewelry field only a few years ago. Today they are an accepted standard in the industry. Yet the Gruen line of packages was selected by the All-America judges because—in a field where high standards exist—these packages were still outstanding. Each package in the line is designed to serve both as an exquisite gift container and as an attractive display box. Plastics were naturally selected because they could be handled continuously without showing wear, because they could be easily kept clean or easily cleaned if soiled in handling and, finally, because they provided the finest available means of setting off the exquisite detail of the individual watch designs with their own rich design and color. Perhaps outstanding in the line is the clam shell type of box designed to hold a curved-face watch. The two circular sides of the box are hinged so that when opened they stand parallel to each other and at right angles to a velvet covered band holding the watch itself. The round flanking portions of the package are used to hold small printed legends descriptive of the watch and are so hinged as to rest—when opened—at the proper angle for easy reading from the consumer's eye level. A patented type of molded hinge construction is utilized which predetermines the angle of opening of each of the package hinges and eliminates the necessity for metal catches on the front of each package as well as for projecting metal hinges at the rear. In view of the continuous use which this company has made of molded packages, sales figures for the current prize winner cannot be segregated. It is interesting to note, however, that the current series has seen a continuation of the growth in the company's sales which set in coincident with the first introduction of molded display packages. Dealer reception has continued to be most favorable and has, if anything, reached a higher level and consumers have, on repeated occasion, indicated that they consider the packages an integral part of the gift purchase.

Credit: Box Molded by Rathbun Molding Corp. Molding Material: Plaskon, Plaskon Co. Inc.



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the above award winner

PLASTIC CONTAINERS

Blackhawk Manufacturing Co.

In bringing out a new tension indicating wrench in the face of an already established market, the company felt that it was necessary to provide a merchandising unit that would emphasize the quality of the product and help preserve this quality. The company's previous experience had proved that complete and well designed chests for wrenches were definitely preferred by mechanics who take considerable pride in their tools and, following this chain of reasoning, the company planned an especially attractive and protective package and preserving container for the Torkflash wrench. To this end, molded plastics were called upon for a number of reasons. For one thing, they could be economically molded to precise dimensions so as to provide a housing for the instrument which would hold it firmly in place no matter where carried or how abused. Thus ridges and depressions were molded into the case so that when the cover is closed and latched, instrument and case become a single unit. Among other advantages sought through the use of plastics was attractive appearance, designed not only to catch the eye of the purchasing agent or mechanic, but to permit wrench users to similarly impress their customers, the motorists, by withdrawing their tools from a case obviously far different from the usual grease-stained tool kit. Color was introduced for this purpose in the form of a deep red molded top, contrasting neatly with the black, gleaming base. Plastics likewise permitted simple two-piece construction with all guides and receptacles molded integral with the base or top. Assembly consisted simply of the attachment of the base to the top, by means of two riveted metal hinges, and of the attachment of the two lock parts, by similar methods, into recesses provided in the molding for this purpose. Labels and all other non-plastic parts, with the exception of the metal hinges and locks, could be dispensed with and the name of the product and of its sponsoring company were attractively molded into the top of the case in neat relief lettering.

Credit: Box Molded by Eclipse Moulded Products Co. Material: Base—Black Durez, Durez Plastics & Chemicals, Inc. Cover—Red Bakelite, Bakelite Corp.



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the above award winner

PLASTIC CONTAINERS

Nicholson File Co.

The hardware industries have always found themselves confronted with a particularly difficult problem in packaging and marketing relatively delicate tools which are sold in sets or assortments. One of the traditional types of packages for small files, for instance, has been a wood container with holes drilled in its base to accept the various sizes of file and with threaded hood top. This type of container, used by the Nicholson File Company—and many other manufacturers—had a number of serious defects. It was subject to soilage in the hands of the craftsman. It was reasonably sturdy, but eventually would deteriorate, crack and mar. It would absorb oil and having done so, would pick up dirt and filings of all kinds and this accretion would tend to contaminate the delicate teeth of the files themselves after a time. Finally such containers were definitely lacking in eye appeal and did not have the quality atmosphere desired by the company as a fitting package accompaniment for a quality product. Thus, in seeking a new material and a new method of package manufacture, the company quite naturally turned to plastics. It selected plastics because of their permanency of finish, the ease with which they can be cleaned and their beauty of color. The new containers are similar in general structure to those which came before—i.e. they consist of a molded plastic base with integrally molded holes which serve as receptacles for the individual tools, and a contrastingly colored molded hood which slips over the cut back base to house the individual tools, when not in use. The base bottoms are recessed to permit the craftsman to mount these on racks in the tool room, each recess fitting over a small plug properly positioned on the rack. Thus, while the containers may be removed as desired, an orderly arrangement may easily be maintained. Colorful paper labels are used to identify the sets and are so positioned as to seal the top to the base and to render the package tamper-proof, since the label must be torn in order to open the container.

Credit: Designer, Jon Hedu. Boxes Molded by Watertown Mfg. Co. Material: Orange Tenite, Tennessee Eastman Corp., Black Lumarith, Celluloid Corp. Label, J. C. Hall Co.



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COUNTER or SHELF DISPLAYS

Johnson & Johnson

All display space is at a premium in the average better grade drug store. The Institute of Package Research survey of druggist display usage showed that only 71 per cent of window displays offered the druggist are utilized—only 76 per cent of floor stands. But counter display space is at an even greater premium. Only 61 per cent of these even reach the spaces intended for them. Yet tooth brush sales are almost completely dependent upon display space for their consumption. It was with this thought in mind that Johnson & Johnson followed the development of their new Tek tooth brush package with the most intensive attention to the problem of suitable display. The solution—and a most successful solution it has been—was found in a sturdy unit combining wood, foil, Masonite and metal to achieve eye-attracting counter dominance. The unit occupies an extremely limited area of counter space. It utilizes that area to the fullest, presenting fully half a gross of assorted brushes in three price ranges to the consumer for choice. The visual keypoint of the display is a giant reproduction of the new package constructed of heavy foil board with a transparent acetate window and with a giant reproduction of the Tek brush visible through this window. Surmounting a pyramid arrangement of brushes and alongside the package, jig-sawed Masonite letters spell out the brand name Tek. Beneath these letters, seven curved tiers of packages are held in metal pockets, each package standing upright and each tier so raised above the other as to place the full brush head in view. The unit was used to introduce the new brush and package and so comparative sales records cannot isolate any index of the effectiveness of the display as considered apart from that of the new package. The wide dealer acceptance of the unit, however, would indicate that it formed a most logical part of a general redesign program and the long life which these units are now achieving in stores throughout the country justifies the recognition accorded this display.

Credit: Display Manufacturer, Robert Kayton, Carton, Reynolds Metals Co., Inc. Cellophane, E. I. du Pont de Nemours & Co., Inc. Acetate Sheeting, Eastman Kodak Co.



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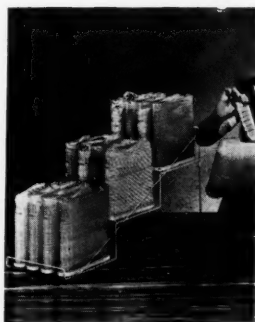
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and other data regarding
the above award winner

COUNTER or SHELF DISPLAYS

Wm. E. Wright & Sons Co.

Rufflings and trimmings have for years been the "problem child" of the notion counters and retail trimmings departments. Hard to display, difficult to inventory, these sewing accessories were almost invariably relegated to the anonymity of the back shelf. If they were brought out on the counter, they were displayed merely by winding on boards, much after the manner of most yard goods. This method left the entire stock exposed to soilage from both handling and from dust. In addition to soilage of the product, the method of displaying rufflings by winding on boards offered another distinct disadvantage. This was the inability to display the merchandise without taking up a large amount of counter space. Further, there was considerable difficulty for the salesclerk in dispensing the frilling—measuring out yardage was an awkward and time-consuming operation. Since the merchandise sells from 5 cents to 20 cents a yard, dispensing becomes an important overhead expense on such a small unit sale item. After three years of experimenting, the Wright company developed a unique dispensing container which, in addition to many practical advantages, definitely glamorizes the product. The new package accomplishes these things: (1) It protects the stock from soilage through dust or handling. Ruffling is exposed only as sold. (2) The contents are always neat, attractive and make an effective display in single or multiple units. (3) Calculation of the layers in the package gives a permanent visible inventory record and eliminates tedious measurement. (4) Brand identification, previously almost impossible to achieve, is a definite advantage offered the manufacturer through the use of this package. (5) Merchandise in the new package takes up only one-quarter of the space occupied by the previous winding-on-board method. Though the transparent dispensing units form an attractive display in themselves, the company has adopted a wire display fixture to ensure front row presentation on the counter.

Credit: Containers, National Transparent Box Co. and Royal Transparent Container Corp. Acetate Sheeting, Monsanto Chemical Co.



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COUNTER or SHELF DISPLAYS

General Electric Co., Incandescent Lamp Department

This bulb display cabinet was designed, after research and field tests, primarily for use in variety chains and other stores where flashlight and radio panel lamps have a rapid turnover and where counter space is at a premium. Inasmuch as flashlight and radio panel lamps are extremely small, it is difficult to give them adequate prominence on the counter and pilferage of these bulbs has always been a matter of deep concern. It was sought to solve both these problems by devising a slotted arrangement of the front face of the cabinet which permitted relatively easy removal of the bulbs by the salesclerk, but which, nonetheless, made pilferage fairly difficult for those unacquainted with the workings of the display. Slots for price cards are provided under each row of bulbs, permitting the dealer to identify and price each type held in the display. By elevating the cabinet above the counter, it became possible to place the unit at the back of the counter where the sales person can quickly and easily remove the lamps and where consumer fingers find it fairly difficult to "swipe" the bulbs. The back of the display has a sliding panel wall which lifts to disclose a receptacle for spare stock situated in the lower portion of the display housing. The cabinet contains a 40-watt bulb, in a flasher socket, which illuminates a glass panel, depicting a flashlight's rays, on the front of the display. Battery and bulb testing devices are located on the top of the cabinet, permitting the dealer to test the merchandise before the eyes of the consumer. A transformer for the bulb testing device is located on the interior of the unit. The display is of adjustable construction and may be set at any height from 8 in. to 14 in. above the counter, permitting the display of flashlights or bulbs or other merchandise beneath the cabinet. Sales information for the dealer is located on the back panel.

Credit: Display, Advertising Metal Display Co. Shipping Case, Moore Boxes, Inc.



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and other data regarding
the above award winner

FLOOR STANDS and DISPLAYS

Lamont, Corliss and Co.

Although dealer receptivity for the floor stand type of display is particularly high, all too few manufacturers serving the drug field have utilized this type of equipment. Lamont, Corliss and Co., therefore, sought to capitalize upon a unique opportunity for effective display promotion of the various products marketed by them under the Pond's trade name. Recognition has been accorded, therefore, not to a single display unit but to the three units which together constitute an integrated display program. First among these is the so-called "mono" unit. A table high floor stand so designed as to display an adequate assortment of cold cream, hand cream, vanishing cream and face powder within easy hands' reach of the consumer. The more bulky tissue containers are provided with storage space located in the face of the display. The unit is therefore effective from the ground up and occupies minimum floor area while displaying a maximum quantity of goods. The mono unit is designed for smaller stores or for locations where the display will be viewed only from front and sides. For larger stores or for island locations, a duo unit has been provided. While constructed as a single display stand, this consists, in effect, of two of the mono units placed back to back. A third floor stand is the cleansing tissue platform to provide a base upon which dealers may erect mass displays of cleansing tissues for location either against available wall space or in island positions. These units may be used singly or may be combined to provide larger displays.

Credit: Display Designed and Produced by Oberly & Newell Litho. Corp. Opal Jars, Hazel-Atlas Glass Co. Metal Caps, Aluminum Co. of America. Labels, Lord Baltimore Press. Powder Boxes, E. N. Rowell Co., Inc. Paper on Powder Boxes, Hampden Glazed Paper & Card Co. Danya Bottles, Hazel-Atlas Glass Co. Molded Caps, Colt's Patent Fire Arms Mfg. Co. Cartons for Tissues, Densen-Banner Co., Inc., The Ohio Boxboard Co. and Robert Gair Co., Inc. Filling Opal Jars, The Karl Kiefer Machine Co. and Filler Machine Co., Inc. Capping, Aluminum Co. of America Roll-on Equipment. Labeling, Economic Machinery Co. and Pneumatic Scale Corp., Ltd. Powder Box Filler, Stokes & Smith Co. Danya Bottle Filler, The Karl Kiefer Machine Co. Tissue Carton Filler, F. B. Redington Co.



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FLOOR STANDS and DISPLAYS

Fayette R. Plumb, Inc.

Of all the products handled in the average hardware store—over 35,000 separate items by a recent computation—a long handled axe offers perhaps the most difficult problem of packaging and display. So difficult has the problem been in fact, that most manufacturers have avoided it entirely, seeking merely to provide some protection for the axe head and taking it for granted that the dealer will keep the item in some out of the way back corner of the store. The traditional method of storing axes, particularly in the small crossroads store, is to place the tool's head down in an empty nail keg with the handles projecting. While this may be effective in getting the product out of the way, it can hardly be termed a modern form of display, since it offers neither positive brand identification nor convenience to the dealer or consumer. The axe offers a further difficult problem in that, while being a heavy and bulky instrument, it boasts an extremely sharp cutting edge. This edge is dangerous both in shipment and in stock or on display, unless adequate protection is provided for it. Fayette R. Plumb, Inc. have, through the new display which now wins award, achieved a simple, inexpensive and thoroughly practical solution to the whole group of problems outlined above. The display is sturdily constructed of corrugated board attractively printed. The axes are shipped in the display, fitting as a unit into a shipping container. When set up on the dealer's floor, an assortment of six axes appears with heads downward and handles slanting towards the rear of the display, inviting consumer examination. The location of the heavy heads near the floor line secures a firm center of gravity, making it virtually impossible for the display to be tipped over. A gummed tape seal prevents removal of the axes during shipment. This seal is broken by the dealer when placing the unit on display and the individual axes may, thereafter, be removed for examination or sale. Color scheme of the new unit provides a yellow background for the mahogany colored hickory axe handles.

Credit: Designed and Produced by Container Corp. of America.



See page 152

for detailed photographs
and other data regarding
the above award winner

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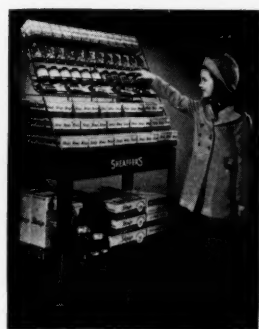
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FLOOR STANDS and DISPLAYS

W. A. Sheaffer Pen Co.

The display problems of the grocer are complicated. Those of the druggist are difficult. But neither approach the complexity and difficulty of designing suitable displays for the stationery store. Where large and varied lines of products must be positioned for consumer examination and selection, under conditions providing adequate protection against pilferage and against damage through handling, dealers in the field are naturally most receptive to display equipment which tends to simplify these problems. It is because the W. A. Sheaffer Pen Co. succeeded so well in its efforts toward simplification of the display problem that it has won so high a measure of dealer approval and so wide a distribution for its products in preferred front-of-store locations. The display unit combines a sturdy sheet metal table with a wider superstructure capable of holding 14 doz. packages in a wide assortment of ink and adhesive products. The table is shipped knocked down and is so constructed as to permit of easy re-assembly by the dealer. Finished in a durable light brown baked enamel, the display harmonizes attractively with store interiors and provides a suitable setting for the colorful Sheaffer package units. The wire rack presents the merchandise in an orderly and inviting manner—and dealers find it easy to keep it that way. Even the lowest shelf which accommodates the larger units of the Skrip line and sizable reserve stock of both Skrip and adhesives is easy to keep well arranged and sightly. In spite of its large capacity, the dimensions of the display are surprisingly modest—height, 51½ in., width, 32¾ in., depth, 14¼ in. The unit has received a wide distribution among the principal outlets for this company's products and, from a compilation of dealer comments, it would appear to be due for long life in preferred positions in these stores. Dealers particularly like the portability of the display, which permits of store re-arrangement.

Credit: Display Designed and Produced by The Washburn Co. Mucilage and Large Ink Bottles, Owens-Illinois Glass Co. Small Ink Bottles, Carr-Lowrey Glass Co.



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for detailed photographs
and other data regarding
the above award winner

WINDOW DISPLAYS

Coty, Inc.

Combining direct color photographic reproductions with a circular, illuminated "show case" platform, Coty, Inc. has sought to secure preferred display positions in the windows of the better and busier drug store outlets throughout the country. To attract the passing eye—particularly that of the feminine half of the population who purchases Coty products—a large, direct color photograph of a most attractive young lady was utilized as a central motif of the display. With the girl's eyes looking directly into those of the passerby, this illustration acts as an eye catching "stopper"—the full attractiveness of the figure being retained in the fine lithographic reproduction of the direct color photograph. The unit is so constructed as to secure prominent spotlighting illumination for the central figure. Beneath the figure and to the left of it platforms are provided for the display of Coty perfumes, powders and cosmetics. Immediately to the left of the figure is a cylindrical pylon with transparent windows disclosing an illuminated stage upon which additional Coty items are displayed. As background for the portions of the display featuring the company's products, a gold bronze board has been utilized which serves to set off the delicate color schemes of the unit packages. Illumination for the "show case stage" is secured by locating a single bulb in the upper portion of the cylindrical pylon. For smaller windows and to carry the theme to store counters, a smaller unit has been constructed to approximately 1/3 scale which duplicates the larger display in almost all details, differing only in the re-location of the Coty name and in the absence of integral illumination. The cost of the unit—despite the "glorification" of the merchandise achieved through its use—has been far lower than that of the expensive, hand-made, high spot traveling displays which the company formerly utilized. Installation and handling costs are likewise substantially lower, since displays are no longer shipped from store to store.

Credit: Designer, Arthur R. Botham. Display, Einson-Freeman Co., Inc. Transparent Sheeting: Plastacele, E. I. du Pont de Nemours & Co., Inc.



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for detailed photographs
and other data regarding
the above award winner

WINDOW DISPLAYS

Seagram-Distillers, Corp.

The average industrialist, who feels hedged around by governmental restrictions, has but to look to the liquor industry to realize how intensive and all-controlling government authority can become. Before a liquor display can be planned or produced, it must be carefully adjusted to a whole series of edicts, regulations and rules issued by federal, state and local authorities. Things that are perfectly legal in some states are absolutely taboo just across the line. But beyond governmental restrictions, the industry is faced with the ever-present danger of public ill-will. The more progressive distillers have recognized this situation and sought in their sales policies, in their advertising and in their displays to cultivate goodwill by promoting moderation, temperance, and a reasonable attitude toward themselves and the dealers in the product they produce. Perhaps the most outstanding example of its line of thought yet produced in the advertising field is the prize winning unit sponsored by Seagram-Distillers. Against the background of a typical American community, Seagram has placed a sign post from which hangs an illuminated panel captioned "We want the goodwill of our community." Copy lists nine pledges or statements of policy, so worded as to apply with equal force to Seagram and to the dealer whose window houses the display. The unit is supplemented by two side panels of similar design illustrating three of the Seagram whiskies. All three units are colorful and eye stopping. Yet all emphasize an atmosphere of dignity and restraint in keeping with the tenor of the display copy. The displays were distributed throughout the country and scheduled so as to appear simultaneously with publication advertisement in every state open to liquor advertising. In some states, slight alterations were necessary in the design to effect full compliance with local law. The company reports dealer receptivity for these units as attaining a new high level beyond that achieved by any other display, since repeal.

Credit: Designed and Produced by Kindred, MacLean & Co., Inc.



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for detailed photographs
and other data regarding
the above award winner

SHIPPING CONTAINERS

Stanley Tools

In hardware stores throughout the country, on sites where displays are usually of the most deadly serious type, Stanley Tools stand sponsors for a group of displays utilizing a whole series of amusing and colorful cartoon-carpenters—little overalled men who typify the users of Stanley Tools, both amateur and professional, in a manner guaranteed to please and to amuse without antagonizing. The purpose of the Stanley people in adopting these figures has not been restricted, however, to merely that of creating amusement. Through the use of these figures, it becomes possible to demonstrate not only the tools themselves, but their many functions and applications and to do this in a manner possessing sufficient novelty and eye appeal to stop the eye of the most jaded potential customer. Thus, the little Stanley carpenters are shown using chisels, planes, squares, rules, screw drivers, hammers and bit braces in a manner which conveys actual suggestions for the use of these tools to those who view the display. By showing the tools in use, rather than lying statically in the window, the display takes on an effect of almost violent action without the use of any mechanical motion devices. The central portion of the display consists of a house in the process of erection, with seven cartoon-carpenters busily spread all over the building. Four supplementary panels bring in another quartet of carpenters, each performing a single operation on portions of the house. All the units are printed on simulated wood grain paper mounted to display board. Ten different colors have been used on various portions of the display, although no single unit, of course, incorporates all ten shades. The combined effect is, however, extremely colorful and provides a unit fully capable of dominating even the largest store window, yet flexible enough to permit insertion, effectively, into a restricted area. Reports indicate that many dealers contemplate the further use of the four smaller sections of the display as counter or back-counter units after removing the entire display ensemble from their window.

Credit: Designer, L. C. Bang. Display, Fuller Displays, Inc.



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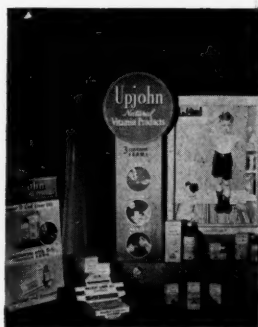
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WINDOW DISPLAYS

The Upjohn Co.

Manufacturers of vitamin products have found themselves hard put to find suitable display themes for this type of merchandise, since the products themselves all look alike to the consumer. Most vitamin product displays, therefore, have tended to feature scientific data—popularly presented—listing the results which each product is claimed to provide for the user. While this procedure is no doubt effective in educating consumers as to the value of vitamin concentrates, it does not lend itself too well to graphic, eye-stopping presentation such as is easily associated with the thought of display. The Upjohn Co., therefore, sought some means of thematically expressing the results to be attained through the use of vitamin products. Without causing any departure from the high ethical standards which the form has long maintained in its relation with pharmacists and the medical profession, the newly developed unit has succeeded in breaking out of the "scientific curiosity" copy theme. The means of reaching the consumer—and particularly mothers of growing children—has been a multi-colored, lithographed panel illustrating a healthy youngster in the process of measuring his growth against marks on a wall. The rich human quality of the illustration, it is reported, has succeeded in stopping and interesting literally thousands who had never before been attracted by the more technical form of approach. Technical data is not, however, discarded entirely. A portion of the central display and two side panels are utilized to present information about the various forms of the products and about the purposes for which they are recommended. In what has become a most highly competitive field, the company reports an unusually favorable dealer reception for this unit with installations reaching a level far higher than average. The period of service in store windows is likewise reported to have measurably increased. The display unit, being made up of three pieces, may be adapted for use in display windows of almost any shape or size. Further, the pieces may be separated and utilized within the store as a counter presentation piece if it is so desired.

Credit: Display, The Forbes Lithograph Co.



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for detailed photographs
and other data regarding
the above award winner

WINDOW DISPLAYS

Rainier Fruit Co., Inc.

From the Pacific Coast comes the Fruit Cradle, a newly developed type of shipping container for apples, pears and other fruits which offers a number of significant advantages over conventional types of all-wood packages. This new package, it is claimed, eliminates the major portion of the flat spots and bruises which formerly occurred to the fruit in shipment and handling. The package is easily opened for inspection and may be reclosed without any difficulty or extra equipment. It may be handled and stacked exactly as a wooden box, yet its general appearance is far more attractive and it may be utilized most effectively as a display container. The container consists of three principal parts—an outer shipper of corrugated kraft which may be highly decorated for display purposes, an inner super structure of wood and an inner lining of corrugated board. In the packing of apples and many other fruits, it is efficient to have a tight pack, because the product shrinks in storage and transit. Such tightness of pack is secured by so-called "bulge packing," i.e., the lid of the conventional wooden box is packed by pressure equipment, so as to bulge over the fruit. In the new container, the wooden cradle embodies the bulge feature, but the top bulge is transferred to the sides and it is claimed that far greater protection is thereby afforded. Instead of the single, conventional top bulge, the bulge in the new container is divided into two. The fruit is held tightly, as though it were held between the palms of two hands. The container is closed by nailing the corrugated flaps down to the wood end frames. For this purpose, two wooden cleats are utilized. Thus, the container may be opened for inspection and reclosed, without the use of special tools. For export, the containers may be wire-strapped with the same wire and tools as are used on the wooden boxes. The display advantages of the new container—as contrasted with conventional types—are obvious and arise both from the structure and from the printability of the paper board material utilized.

Credit: Designer, William V. Roberts. Containers, California Container Corp. Wood Parts, Sizer & Co. Staplers, Bostitch, Inc.



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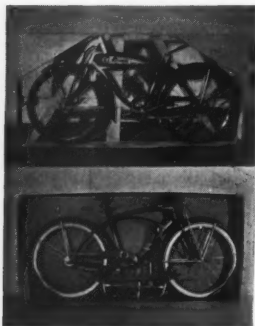
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SHIPPING CONTAINERS

Arnold, Schwinn & Co.

The "Cyclotainer" is a corrugated fibreboard bicycle shipping container which replaces the formerly traditional wooden crate and offers a number of most significant advantages. A weight saving ranging from 10 lbs. to 20 lbs. over that of an equivalent wooden crate is achieved with a freight saving of from 16 cents to 34 cents. The package keeps the product clean and in factory condition up to the time of delivery, yet it can be readily opened by dealers for inspection of content or to change an accessory combination. The bicycle is completely enclosed and is thus completely protected against dust, scratched paint or damage. The package is flexible, it having been found that a few standard sizes can take care of a wide range of bicycle sizes. Inner parts are interchangeable to a considerable extent between various sizes, making it unnecessary to carry a large inventory of packing materials. The actual operation of packing the "Cyclotainer" is simple and requires very little space as compared with the operating of cutting, nailing and assembling the parts of a wooden crate. The new container is perhaps the largest ever automatically sealed on a glue sealing machine, a special unit having been designed to handle this job. It represents the first bicycle container to be packed and sealed on a high speed, conveyor equipped assembly line. The exterior of the container is acceptable to attractive printed advertising and thus provides an additional advantage over traditional wooden crates. Hand holes are provided to simplify handling and to insure against the use of hooks or other crate penetrating tools. As used by Arnold, Schwinn & Co., the container is reported to have achieved a pronounced saving in packing costs, material costs, shipping expenses and the elimination of damage claims. Thus, less easily measured but nonetheless positive, are results in terms of dealer approval and endorsement and in terms of consumer and dealer convenience. A final dividend in the form of printed advertising on the container completes this all 'round picture of advantages gained through structural redesign and intelligent material selection.

Credit: Designed and Produced by Inland Container Corp. Stitching Equipment, Dexter Folder Co. Automatic Glue Sealing Machine, Standard-Knapp Corp.



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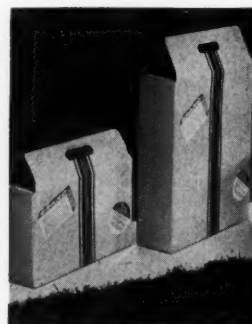
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SHIPPING CONTAINERS

Michigan Wire Goods Co.

Here, once again, is proof that a "purse" can be made out of the proverbial "sow's ear." This new airplane type luggage gridiron shipping case was designed to lift its product from the common hardware class in the fast selling specialty gift group. It supersedes a purely utilitarian fibreboard carrying case which was in use by this company for a number of years. Capitalizing on the widespread publicity of light-weight, canvas covered airplane type luggage, the new case is smart and trim in appearance and sufficiently colorful to attract the casual shopper's eye. It has succeeded in inducing dealers to place the product in preferred display position on sales counters and in windows instead of relegating gridirons to storage rooms or back shelves to await sales arising solely from direct consumer demand. Most important of all it has converted the product from a strictly seasonal promotion item—intended for Spring or Summer sale to picnickers—into a warmly welcomed all year 'round gift. To strengthen this impression, packages shipped for display and sale during the fall months of 1939, included colorful Christmas tags. The entire design is worked out along lines calculated to both please and aid the dealer. Thus, simulated travel stickers appear on the side walls of each container. One of these is designed to unselfishly list other needed picnicking items—not necessarily manufactured by the Michigan Wire Goods Company—but sold by the dealer handling the gridirons. Thus the display and sale of the gridiron in this new luggage dress subsequently results in the sale of additional related items by the dealer. The adoption of this type of package has involved no substantial increase in cost nor sacrifice of utility. These new units have received an exceptionally favorable consumer and dealer reception. Sales since September 1, 1939 show a 60 per cent increase over the corresponding part of the previous year. Moreover, word of this success has become so broadcast in the trade that the airplane type luggage case has already been adopted for numerous other products which are confronted with similar problems of conversion from staple to gift merchandise.

Credit: Designer, Howard H. Monk & Associates. Cartons, The Hinde & Dauch Paper Co. Labels, Kalamazoo Label Co.



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for detailed photographs
and other data regarding
the above award winner

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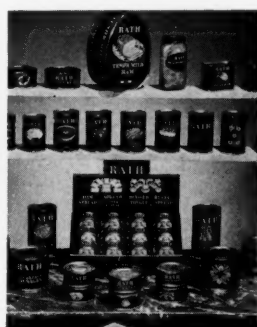
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FAMILY GROUP

The Rath Packing Co.

Redesigning the complete line of labels for Rath vacuum cooked meats was intended to accomplish a number of objectives. Since the products represent the company's finest quality items, it was desired to develop packages which would convey, both by design and color, the idea of exceptional quality. Consumer tests were conducted to determine the relative appeal of various color combinations. The result was the selection of a maroon and gold combination. To add to the appetizing appearance of the label, faithful full-color illustrations of a serving of the contents of each can was utilized. It was felt highly desirable to devise packages with high display value on retail shelves and in displays, but which would not soil from the necessary handling. High legibility of brand name and product name was considered important. Still another objective was to provide a strong family relationship, both in color and design, which would enable consumers to identify each as a Rath package at a glance. These various objectives have been admirably achieved in the Rath family group of products. The shipping containers for the complete line of Rath vacuum cooked meats were likewise redesigned to harmonize with the colors and lettering of the new labels. To facilitate identification and handling in warehouses, wholesale houses and retail stores, the product quantity and brand are indicated on both ends of each container. Maximum attention value and legibility were sought and achieved to secure the poster advertising available while containers are in transit, in warehouses, stores or in use for retail displays. A display carton for Rath assorted tasty spreads was redesigned to carry out the harmony and relationship in colors, lettering and quality atmosphere of the new labels and shipping containers.

Credit: Designer, Georges Wilmet. Photographs, Leeds Mitchell, Jr., and Fidelis Harrer. Labels, Theo. A. Schmidt Litho Co. Cans, American Can Co. Glass Jars and Caps, Anchor Hocking Glass Corp. Display Cartons, Morris Paper Mills. Shipping Cartons, Waterloo Corrugated Box Co. Case Sealers, J. L. Ferguson Co. Labeling Machines, Burt Machine Co. and Neway Canning Machine Co. Cap Sealer, Elgin Manufacturing Co. Labeler, Economic Machinery Co. Associate Design Counselors, Vaughn Flannery and D. G. Schneider.



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for detailed photographs
and other data regarding
the above award winner

FAMILY GROUP

Mary Chess, Inc.

This family of cosmetic and toiletry packages was selected for recognition by the judges of the All-America Package Competition because of the extreme refinement of detail and delicacy of design which characterize the entire line. While family relationship has been maintained throughout, each package has individuality and eye appeal of its own. Perfume bottles are each of exquisite design adopted from that of a 17th century chess set. Paper packages reproduce the designs of a 16th century Venetian chess set. Packages designed for men's products are of a more rugged and masculine appearance, yet retain close relationship to the design of the rest of the line. The set-up boxes in the group in particular reflect the quality which has been built into each package in the entire line. Cold cream and talcum containers are molded of plastics from molds especially created for this line and in colors designed to match those of the accompanying outer packages. The impression of quality made by these packages, the skill with which the individual packages within the family were related each to the other, the beauty of the containers designed for women and masculine features of the men's containers combine to make this group a unique family of toiletry products. This family of packages is sold throughout the manufacturer's own shop and through a selected group of top-flight specialty stores. It is difficult, therefore, to ascribe the exact percentage of sales to the packages alone. Yet the manufacturer states that a very substantial proportion of appeal and consumer interest in the products which constitutes this line is due to the appearance of the packages and the quality which is associated with both packages and products.

Credit: Molded Containers Designed and Produced by Colt's Patent Fire Arms Mfg. Co. Molding Material, Plaskon. Folding Cartons, The Warner Bros. Co. Set-up Boxes, The Warner Bros. Co., Karl Voss Co. and Wallace Paper Box Co. Boxboard, Butterfield-Barry Co., Inc. Paper, Hampden Glazed Paper & Card Co. Carton Stock, New Haven Pulp & Board Co. Labels, Palm Fichteler & Co., and Anigraphic Process, Inc. Bottles, Swindell Bros. Vials, Kimble Glass Co. Closures, Colt's Patent Fire Arms Mfg. Co. and A. J. & K. Co. Lipstick Case, A. J. & K. Co.



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for detailed photographs
and other data regarding
the above award winner

FAMILY GROUP

Baker & Co., Inc.

This company, like many another, had grown through the years and in the process had acquired not only a number of new products of its own development, but a number of others taken over through amalgamation with other firms. Its line, therefore, before redesign, presented a completely heterogeneous picture, utilizing a wide variety of boxes and cans of varying size, shape and design (if the latter term may be applied to packages decorated with a wide variety of ill-assorted type faces and rules). The packages were not convenient for the dealer to handle or to stock. They were not tamper-proof and thus did not prevent substitution. They did not lend themselves to display and were not easily identified on stock shelves or in laboratory cabinets. The first step in the design program involved setting up of classifications for products and the creation of a basic pattern which could be applied equally well to containers of differing types. This consisted of a broad red band surmounting a series of alternating red and white triangles with a bull's eye carrying the redesigned Baker trade mark. By emphasizing this trade mark, it was found possible to subordinate the various brand names of products, taken over from earlier companies, without abandoning completely these names which had come to possess a certain value in the trade. The pattern had the advantage of being very flexible and thus easily adapted to the differing shapes found among the various packages. An additional advantage was found on display in the repeating effect or mass effect created by a grouping of packages. The use of this master design accentuated another problem—namely, that of differentiating between the various items in the line which appear in similar packages. Thus one package utilizes blue on a gray background, another uses yellow on black, another black on yellow and still others yellow on blue.

Credit: Designer, Martin Ullman. Set-up Boxes, The Warner Bros. Co. Metal Cans, American Can Co. Wraps and Labels, The Warner Bros. Co. and American Can Co. Jars and Closures, Hazel-Atlas Glass Co. Tin Foil Tubes, Sun Tube Corp. Boxes for Tubes, Eastern States Carton Division, Robert Gair Co., Inc. Opener for Cans, Levalift Co. Set-up Boxboard, Butterfield-Barry Co., Inc. Folding Boxboard, Lowe Paper Co.



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for detailed photographs
and other data regarding
the above award winner

FAMILY GROUP

McCormick & Co., Inc.

During 1939, this company started to redesign its entire line of packages and after careful study and analysis the trade symbol "Mc" was selected to quickly identify the products. This was an easily recognized symbol, one that would distinguish the various food products from those of other companies by the name of McCormick, it was reasoned. Since the appearance of the first redesigned package last year—that of "Mc" teabags—the company has adopted new packages for other products in the line just as fast as possible and now present teas, extracts, mayonnaise and food colors appear in newly created packages. The outstanding feature of the family trade mark is that identification depends upon design and not on any particular color. Thus different colors may be utilized for different products so long as the design of the trade mark is the same. The tea containers feature the trade mark prominently with a minimum of additional copy. A bright orange and green color scheme is utilized with white trade mark and a white tea pot silhouette incorporated in the design to distinguish the 1/4-lb., 1/2-lb. and 1-lb. packages of tea from the teabags container. The very highly concentrated food colors are contained in four small bottles with screw tops and a dropper. The four bottles are, in turn, enclosed in a carton with a die-cut front which permits part of the labels on the bottles to show through so that the colors may be readily identified. A food color shelf hanger has been designed, accommodating six packages of food colors, featuring the "Mc" trade mark and keeping the packages in view of the consumer and within easy reach of the clerk. The company's Bee Brand disinfectant line was designed so that the packages would be suitable for the kitchen or bathroom rather than be tucked away in some dark corner because of its unattractive appearance. A blue bottle is utilized, topped by a red closure and decorated with a blue and white label spotted with red.

Credit: Bottles, Hazel-Atlas Glass Co., Owens-Illinois Glass Co., Maryland Glass Corp. Closures, Phoenix Metal Cap Co. Labels, The U. S. Printing & Lithograph Co., Gamse Lithographing Co., Inc., Maryland Color Printing Co. Cans, American Can Co. Cartons, Guilford Folding Box Co.



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for detailed photographs
and other data regarding
the above award winner

Baker Importing Co.

Although the design of most packages tends to accomplish one or more of the three functions of complete product protection, maximum consumer convenience and low packaging cost, there are a few developments, from time to time, which uniquely demonstrate a particularly good combination of all these features. One of the newest examples of such a package is the individual-portion, heat-sealed aluminum foil pack now being used for Barrington Hall instantly soluble coffee. Light, heat, air and moisture all tend to have an unfavorable effect upon coffee and provisions must be made in packaging to completely guard against any such reaction that these elements might cause after the coffee once leaves the plant. Furthermore, the package must be sanitary and must, itself, impart no flavors or odors to the contents. It was to these specifications of protection that the Barrington Hall package was designed. A completely air-tight, moisture- and light-proof container is obtained by using a heavy aluminum foil, laminated on one side with a transparent cellulosic sheet and coated on the other side with a resin-base heat seal material. The cellulosic sheet serves the double purpose of giving additional strength to the foil and establishing a medium for attaching the outside labels. With the measured portions of coffee between the two squares of seal-coated aluminum foil which make up the package proper, the seal is accomplished by the simultaneous application of heat and pressure in a specially designed machine. Once the edges of the pack are sealed in this manner, they become absolutely impervious to moisture, light and air. Labels are attached in the heat-sealing operation. By packaging the coffee in one-cup portions, the necessity for measuring out quantities from a larger container is eliminated, which also cuts down waste. To prepare the beverage, the package is merely torn open and contents emptied into a cup to which is added water.

Credit: Labels and Cellulosic Sheet, The Dobeckmun Co. Aluminum Foil, Aluminum Co. of America. Paper Folders, The Bureau of Engraving. Automatic Heat-Seal Machinery, Ivers-Lee Co.



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for detailed photographs
and other data regarding
the above award winner

William Montgomery Co.

This package consists of a gusseted paper bag lined with a cyclicized rubber resin sheet material which provides moisture-tightness and air-tightness. The outer paper bag protects the inner lining against external injuries and carries the printed package design. At the top and bottom of the container, where the transverse seals are made, the paper in the bellows fold has been cut back so as to provide, at these points, for proper sealing of the transparent inner lining walls to each other at every point along the seam. Primary reasons for loss of flavor or spoilage of coffee are oxidation, ascribable to the presence of air in contact with the coffee, and deterioration due to the presence of moisture. Hence, it has been the aim of all packaging engineers working on the coffee problem to devise a means of removing air from around the coffee particles. It is for this reason that high vacuums are pulled on canned and glass packed coffee. The new bag, however, secures the removal of air from the package by allowing a gas—carbon dioxide—to flow into the package at the same time that the coffee falls into it. In actual practice, it is claimed that 90 to 95 per cent of the air is successfully removed by this method. Carbon dioxide, inserted into the package at the time of packaging, serves merely a temporary utility until additional carbon dioxide is liberated by the coffee particles. When such action begins, the pressure within the bag would normally increase substantially—often enough to cause breakage of the bag walls. However, the unique property of the rubber derivative compound, in passing carbon dioxide through its walls, literally "valves" the gas away and retains pressures in balance with those of the outside atmosphere. Since the flavoring constituents of the product cannot pass through the walls of the bag, a saturation of these constituents occurs very shortly after the bag is sealed, and after such saturation, volatilization of the flavoring constituents is arrested.

Credit: Designed and Manufactured by Thomas M. Royal & Co. Material: Pliofilm, Goodyear Tire & Rubber Co., Inc. Heat Sealing Equipment, Wrap-Ade Machine Co., Inc. Carbon Dioxide Equipment, Liquid Carbonic Corp.



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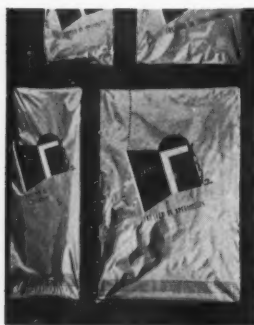
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WRAPS, BAGS, ENVELOPES (Opaque)

Ferrel Merchandisers, Inc.

These packages represent the initial effort of a new organization distributing a comprehensive line of women's hosiery, lingerie and sportswear and of men's neckwear and sportswear, all sales being made direct to the consumer. The problem of packaging was, therefore, not one of shelf appeal. It was, rather, a problem of presenting quality merchandise in a way that would make a favorable impression—reflective of the value of the products—to the consumer who seldom sees the package until the goods have been received and paid for. Packaging efforts in this instance are largely a matter of insuring the possibility of re-sale at a later date and although shelf display functions are absent, the importance of packaging, as a sales-making factor, has been nonetheless fully appreciated by this company. Since all products are style items of varying sizes usually bought in combination (i.e., four pairs of hosiery—six pairs of socks—a sport shirt and a couple of neckties would be a typical order), all packages are made to unit sizes. In this way, with the men's sock package half the ladies' hosiery size and the hosiery package half the lingerie and sportswear size, most any combination of items can be formed into a square unit to fill a shipping container compactly. This is important as all shipments are made through the mails and parcel post. Ability to "take it" in the mails is a major factor. To sum it up, these are packages of family type, unitized to handle different shapes and sizes of style merchandise. They must have eye and quality appeal. They must carry the merchandise so that it looks fresh and unwrinkled to the customer. And they must stand handling in the mail. Four sizes of package were utilized, each carrying a distinctive Ferrel design—an open door, disclosing a transparent portion of the container through which the product itself may be seen. An attractive color scheme utilizing red, black, gold and white on a background of solid gold made a most effective presentation for the various products in the line, offering a color combination which does not clash with the merchandise.

Credit: Designers, Keeling & Co. and Jacques Meyer. Envelopes, Shellmar Products Co. Folding Shipping Carton, American Coating Mills, Inc.



See page 167

for detailed photographs
and other data regarding
the above award winner

WRAPS, BAGS, ENVELOPES (Transparent)

H. J. Heinz Co.

This container, which represents a startling innovation in packaging and one for which numerous other uses are eventually expected to materialize, was developed with several general objectives in mind. First, it was desired to provide a package which would retain productive visibility, but which would be adoptable to mass display in front counter position, rather than to mere shelf storage. Secondly, an increase in consumer convenience was sought in terms of acceptability of contents, preservation of unused portion and ease of disposition of the empty container. A third objective sought a reduction in the original cost of the container, in the cost of filling and closing and, through reduction in weight, in the cost of transportation. These objectives arose from the ultimate objective of offering the consumer an equal quantity of the Heinz brand of pickles, as that which was previously packaged in a more expensive container—and of making this offer at a reduction in price. The first step was the perfecting of the liquid-tight inner container, a specially constructed bag made of Pliofilm, a transparent sheeting, to hold the pickles in a bath of vinegar. With this accomplished, an outer container of regular size and shape and of adequate strength was required. This eventually took the form of a folding carton having an aperture in the top side. The unprinted cartons were completely covered with a lamination of printed cellulose acetate, thus converting the die-cut opening into a "window" through which the pickles, in their transparent inner container, are given full visibility. The package, as finally developed, has provided greater enhanced display value for the product. It further provides complete product identity and a convenient unit for one-meal serving. The company is now testing this package in various markets and developing many different merchandising ideas. These experiences with the package should determine its ability to withstand the varied conditions of temperature, humidity and handling.

Credit: Package Development, Shellmar Products Co. and H. J. Heinz Co. Bag Material: Pliofilm, Goodyear Tire & Rubber Co., Inc. Folding, Laminated Carton with Window Aperture, Shellmar Products Co. Special Machinery Developed by Shellmar Products Co.



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for detailed photographs
and other data regarding
the above award winner

WRAPS, BAGS, ENVELOPES (Transparent)

Shefford Cheese Co., Inc.

For processed cheese, it has long been felt desirable to provide both adequate protection for the product and attractive visibility. To this end, researchers have worked for a number of years and this package represents one of the first successful solutions to the problem. Cheese makers have likewise long sought to find a substitute for the wood box which was previously the standard container for 5-lb. packages of processed cheese. Once again this new package provides the answer. The present package consists of a flat bag of clear, transparent rubber derivative sheeting attractively printed in two colors in such a manner that the cheese itself, as seen through the bag, provides a three color effect. Printed by rotogravure process in rolls, the transparent material is converted into bags by heat sealing the edges. These preformed bags are then extended over a mandrel and placed into the newly developed cardboard boxes which have replaced wooden containers. These boxes, specially designed for rigidity and heat resistance, are then placed upon a conveyor belt and pass under a filling head from which molten cheese is poured at a rate of from 35 to 40 of the 5-lb. units per minute. The packages then pass under a closing and sealing device which squeezes out all excess air and then hermetically seals the open end. This seal prevents contamination and consequently eliminates mold growth. The transparent sheeting material being moisture-vapor-proof prevents loss or gain of moisture by the cheese. The new package is said to measurably improve dealer convenience in portioning the product, markings along one side of the bag being utilized to indicate quarter-pound cutting lines. The eye appeal of both the bag and the outer container are reported to have markedly increased the display accorded the product by dealers and increased sales of the product, since the introduction of the new package, confirming the belief that this container represents a substantial improvement over earlier techniques.

Credit: Pliofilm, Goodyear Tire & Rubber Co., Inc. Pliofilm Container, United States Envelope Co. 1-lb. and 2-lb. Boxes, Hummel & Downing Co. 5-lb. Box, The Ohio Box-board Co. Make-up Box, U. S. Automatic Box Machinery Co. Pliofilm Liners, Shellmar Products Co.



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for detailed photographs
and other data regarding
the above award winner

WRAPS, BAGS, ENVELOPES (Transparent)

Muscatine Pearl Works

Low-priced buttons are attached to cards for distribution through syndicate store and notion outlets. The standard procedure in this industry has always involved the sewing of these buttons to the card and this operation was usually carried on by home workers. With the passage of the Wages and Hours Act, it was found that these home operators would have to be paid a prohibitive price for sewing the buttons to the cards and button manufacturers would have been forced out of business or would have had to materially raise the price of their cards unless some other means of attaching the buttons to display cards could be developed. To comply with the new Act, a price of almost a penny per card would have been necessary to cover the tedious operation of sewing. The new package, therefore, represents the development not merely of a design or structure, but of an entire process and of the machinery by which that process is carried out. The package consists of a sheeting of rubber derivative film pressed between two pieces of board. Die-stamped depressions in the bottom piece of board provide receptacles for the buttons. The transparent sheet overlays the buttons and is, in turn, overlaid by a die-cut sheet of board. Upon pressure under hot dies, all three sheets form a unit and the buttons are effectively sealed into the package, although completely visible for examination by the consumer. A number of consumer advantages are attained. The buttons are always clean and do not chip by coming in contact with other packages. Full count is assured, since it is practically impossible for single buttons to break loose and fall away. When the housewife uses a package, she can remove a single tier of buttons at a time. Whereas on sewn cards, the moment the thread is cut, all of the buttons become detached from the card. Buttons can be removed from the new package merely by inserting a finger nail along the edge of the package window, it being unnecessary to cut threads or to pry loose staples.

Credit: Designer, Walter A. Schoen and Russell E. Faulkner. Package Designed and Produced by Milprint, Inc. Material: Pliofilm, Goodyear Tire & Rubber Co., Inc. Special Machinery Developed by Milprint, Inc.



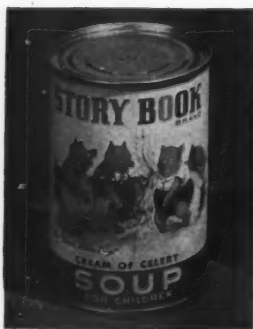
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for detailed photographs
and other data regarding
the above award winner

Kemco Products Co.

This is a new product just entering the soup field market—one of the most highly competitive of canning fields with many long-established brands dominating the scene. Story Book Soups, however, have utilized a new approach to gain dealer and consumer interest and by cleverly capitalizing upon the child's natural interests have rapidly won an increasingly favorable position on comparative sales charts. The labels used on these canned products are designed to create a desire on the part of the child to eat and to like Story Book soup because of associations with the name rather than with the product. For example, the child who dislikes spinach may be induced to try the soup when mother and child both call it by its story book name "Jack The Giant Killer." Under this name, it takes on, by association, a pleasant flavor in the mind of the child. To date six varieties have been issued, "Little Red Riding Hood Cream of Tomato," "Peter Rabbit Cream of Carrot," "Tom Thumb Cream of Pea," "The Three Bears Cream of Vegetable," "Jack The Giant Killer Cream of Spinach" and "The Three Little Pigs Cream of Celery." Each label bears a colorful illustration associated with its story book name on the front face of the package. The back of each package bears further colorful illustrations and verses designed to interest the child. Full informative data for the parent is likewise carried on the back portion of the label. While each label is completely differentiated from every other one in the line, the product name and general similarity of appearance serve to tie the units together on display, and the varied pictures have been found to have the effect of inducing dealers to display the entire line. Naturally this results in a marked increase of display space allotted to the products and a consequent increased potential for sale. While the product has been on the market for a very short time—too short a time for any detailed sales figures to be available—preliminary reports indicate a very substantial movement of the products into hands of consumers.

Credit: Labels Designed and Produced by Stecher-Traung Lithograph Corp. Cans, American Can Co.



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for detailed photographs
and other data regarding
the above award winner

Buffalo Springs Distilling Company

Linking Kentucky's two twin traditions, the new packages of the Buffalo Springs Distilling Co. tie fine bourbon whiskey and fine thoroughbreds into a single theme with a series of exquisitely designed and attractively reproduced labels which place a finishing touch on unusually novel bottles. The Buffalo Springs Distillery is an independent Kentucky country distillery controlled and operated by native Kentuckians; the second generation of families which, prior to prohibition, contributed largely to the establishment of famous brands of Kentucky bourbon whiskies and their reputation for quality. The distinctive new packages seek to carry on this tradition along modern lines. Each label is designed around a giant pair of boots, with a horse racing scene in the background. The brilliant colors and striking design of the labels, the atmosphere that links pedigreed bourbon with Kentucky's reputation for pedigreed horse stock, gives the packages all the "news" and advertising value that goes with these traditions. The specially designed bottles are formed in the shape of stirrups and provide a fitting frame for the delicately lettered labels. The product was first placed on the market in the early fall of 1939 and, despite the intensely competitive condition of the bourbon market, find a ready acceptance among dealers, ascribed in no small measure, by the company's officials, to the novelty and attractiveness of the bottles and labels. Sales, within the first sixty days since the offering of the brand to the public, have mounted to a point where shipments now exceed those of all other brands produced by this company in standard bourbon whiskey bottles. At the time of entry for the All-America Competition, the company reports, sales were still mounting at an unprecedented rate and the distillery was hard put to meet demand. Closures and secondary seals complete the brown and white color scheme of the labels and add a fitting finishing touch to the design.

Credit: Bottles and Closures, Owens-Illinois Glass Co. Labels, Fleming-Potter Co., Secondary Viscose Closures, E. I. du Pont de Nemours Co., Inc. Filling Machines, Horix Manufacturing Co. Labelers, Potdevin Machine Co.



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for detailed photographs
and other data regarding
the above award winner

LABELS and SEALS

Elm Farm Foods Co.

This group of canned goods labels was selected for recognition both for the excellence of design and because of its utilization of a unique new type of label designed especially to meet the merchandising problems presented by the super market. Can labels have been traditionally designed to be read when the can is stacked on counter or shelf standing upon its flat end. The mass display utilized first in super markets—and more recently adopted by most grocers—calls for the stacking of cans in large pyramids with the cans resting on their sides. Obviously the traditional type of label is not readable in this position. To meet the problem thus presented, the two-way label is designed to have one vertical face and one horizontal. Stacked in the conventional manner, the vertical face is placed towards the consumer's eye and is easily readable. When mass display pyramids are utilized, the horizontal face is put into visible position. It will be noted that the change in label design adds nothing to the cost of label production since color schemes and printing processes remain unchanged. By this simple device, however, Elm Farm Foods Co. has secured preference among dealers utilizing mass display while losing nothing in its relationship with dealers who stick to traditional display procedures. In most instances the same vignettes utilized on the standard vertical face of each label are likewise utilized on the horizontal face. In a few instances the reproduction on the horizontal face is similar or larger than that on the vertical face. Wording is generally duplicated exactly on both faces although in some instances it has been necessary to re-letter the phrasing in view of the differing proportions of the two label faces. The company reports an extremely favorable dealer response for the new type of labels and a marked increase in the quantity of display space voluntarily accorded the products by dealers in the food field.

Credit: Labels by Muirson Label Co., Inc.



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for detailed photographs
and other data regarding
the above award winner

CLOSURES

Kleer-Vu Chemical Co.

A new type of device, known as Pump-ett, has recently made its appearance, finding its first user in the Kleer-Vu Chemical Co. The closure consists of a molded soft rubber unit with an integrally formed rubber bulb and a spray pipe. The units may also be made in synthetic rubbers when the nature of the product requires resistance to qualities provided by these newer rubber type materials. Standard colors are red, green, black and natural gum, but any other color or tone may be furnished for purposes of matching the color of the product or the container to which it is to be applied. Operation is simple, finger pressure upon the bulb causing ejection of the spray or stream of liquid. Control of the stream is effectuated primarily by preplanned control of the orifice in the spray pipe. The user can exercise control within the limits set by this pipe orifice and the size of the bulb by adjusting finger pressure. The device is utilized in conjunction with standard design single perforated caps, either in plastic or metal. Other types have a skirt which fits down over the neck of the container, thus dispensing with the need for the previously mentioned caps. To effect tight seal, metal or cellulose bands may be utilized. Some of the applications for this device which suggest themselves are liquid dentifrice, eye lotion, nose drops, hand lotion, perfumes, colognes and toilet waters, lens and glass cleaners, hair tonics and dressings and liquid soaps. Because of its novel appearance, ease of operation, convenience and dependable performance, Pump-ett materially adds merchandising appeal and value to the products on which it is applied. In addition, it provides a long-needed convenient device for dispensing of liquid products in a small stream or spray or in drops as desired.

Credit: Rubber Closure, Dispensers, Inc, Bottle, Owens-Illinois Glass Co. Plastic Cap, Anchor Hocking Glass Corp. and Standard Cap & Molding Co. Foil, Reynolds Metals Co., Inc.



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for detailed photographs
and other data regarding
the above award winner

CLOSURES

A. E. Staley Mfg. Co.

For some time, women have complained about the type of cans used for corn syrup because such cans were hard to open, hard to measure from and messy to use. The A. E. Staley Mfg. Co. now has good news for American housewives. The company has adopted two practical pouring spouts for all their syrup cans, which end the old difficulties of opening and closing and trying to measure from the wide-mouthed cans. The new caps pry off easily and fits back on just as easily. The syrup pours in a smooth, dripless flow that is easy to check. With the new pouring spouts, it is easy to fill a narrow-mouthed syrup pitcher. Pouring spouts are not new. They have previously been sold as separate units, but until the Staley spout was perfected, it had been almost impossible to provide them already on the cans in such a way that the cans would ship safely, stack well on the dealer's shelves, be easy to open, pour from and re-close. A difficulty which likewise had to be overcome was to develop a spout which would be geometrically right to a thousandth part of an inch so that leakage would be prevented. These new pouring spouts are now standard on all flavors and sizes of Staley syrup cans. On the large size cans, which are often re-used by consumers, the spout is no deterrent to re-use since it may be removed with the can lid in the usual manner. The company's waffle syrup is packaged in an oblong-shaped container and this, too, has been equipped with a practical, convenient pouring spout. The closure affords a positive seal and can be removed without the aid of a tool and is readily replaceable. The closure, furthermore, permits drop-by-drop pouring of the syrup and an easy means of checking the syrup flow.

Credit: Closure for Round Cans Designed by Alexander S. Mackey. Manufactured by Williams Sealing Corp. Closure for Square Cans Designed and Manufactured by Williams Sealing Corp. Cans by American Can Co. Labels by U. S. Printing and Litho. Co. Filling Equipment, Elgin Mfg. Co. Labeling Equipment, Standard-Knapp Corp. Capping Equipment, Williams Sealing Corp.



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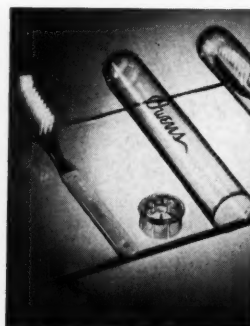
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and other data regarding
the above award winner

CLOSURES

Owens Staple-Tied Brush Co.

Glass vials have found increasingly frequent application in recent years as sales packages and reuse holders for tooth brushes. Their transparency and the facility with which they may be kept in sanitary condition made the logical containers for a personal product of this sort. The difficulty, to date, has been to secure a suitable closure at reasonable cost which would both seal the package until it reaches the consumer and permit the consumer to reclose the container time and again during use. Unthreaded vials of this sort have a slight variation in diameter which made it difficult to utilize some form of rigid closure. The problem presented has, however, recently been solved by this transparent plastic closure which is so constructed as to allow for any possible variation, with a margin of safety far beyond normal vial diameter range. The closure fits inside the walls of the vial and is slotted at eight points along its sides so that the resilient plastic material can give, to a degree, to allow for varying tensions imposed upon it by the package. Product identification is achieved by utilization of applied color lettering of the product name on the glass vial. This type of labeling would seem to prove superior to the usual paper label in this particular instance in that the label can never become marred, scarred or completely lost. Thus the vial, which may be used over a long period of time, serves as a constant reminder to the user as to source of supply for additional tooth brushes packaged in the glass holder. The glass vial with its applied color lettering and its plastic closure may be washed with soap and water to keep it in sanitary condition. The unit is one which may be kept in the bathroom chest conveniently and may be packed for traveling, occupying a minimum amount of space and keeping the tooth brush in a sanitary and immediately ready-to-use condition. A patent has been applied for on this ingeniously designed plastic closure.

Credit: Closure Molded by Owens Staple-Tied Brush Co. Molding Material for Closure: Tenite, Tennessee Eastman Corp. Vial, Kimble Glass Co.



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for detailed photographs
and other data regarding
the above award winner

Bac

The difficulty by both companies to point out the former sort. utilized the telescopic company diameter found having carrying. The weight percent to look. Both the company scheme play line each the ford vial the company occurs taller an interesting edges of tearing or deal metal both a very w

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RIGID TRANSPARENT CONTAINERS

Bachman's, Inc.

The humble pretzel has heretofore found marketing difficulties standing in the way of its wider acceptance by both dealers and consumers and the experience of this company in the use of rigid transparent sheeting materials to form dispensing counter displays may serve to point at least one way out of the difficulties which formerly led dealers to hesitate to stock items of this sort. Two types of display containers have been utilized by Bachman's, Inc., both of cylindrical construction with transparent side walls, metal base and metal telescoping lift lid. For penny pretzel sticks, the company has utilized a tall container of relatively limited diameter, while for different types of pretzels it has found it desirable to utilize a somewhat shorter unit having a greater cross section and thus being capable of carrying a very substantial quantity of merchandise. The wide cross section permits the sale of a fairly large percentage of the total contents before the package begins to look empty and to require refilling by the dealer. Both types of container have decorative legends carrying the company name on the transparent side walls—color schemes being matched with the colors of the metal display lids. A color band runs around the bottom inch of each transparent shell. This is placed there both to afford visual stability to the container and to hide from the consumer's gaze any dropping of crumbs or salt which occurs in shipment or handling on the counter. The taller of the containers is reinforced at the bottom with an interior metal ring crimped to the metal base and adding considerably to the strength of the unit. The top edges of the transparent side walls are beaded to prevent tearing and to avoid possibility of scratching consumers' or dealers' hands, when reaching for the product. The metal lift lids provide the effective dust seal and preserve both the sanitation and the freshness of the product for a very extended period of time. Each lid is equipped with a firmly attached disc-type metal handle.

Credit: Package Manufactured by George V. Clark Co., Inc. Acetate Sheeting, Monsanto Chemical Co.



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for detailed photographs
and other data regarding
the above award winner

RIGID TRANSPARENT CONTAINERS

Parfums Charbert, Inc.

For holiday gift givers, perfumes and cosmetics have become a traditionally welcome type of item, simplifying the problem of the giver and assured in advance of a hearty reception by the one for whom the gift is intended. Quite naturally, therefore, cosmetic producers and perfumers have been hard put—competitively speaking—to dress up their products in novel and attractive manner for each successive gift-giving season. This is doubly true both because of the high standards of every-day packaging which obtain in the cosmetic field and because the two dozen odd leading factors in this field have—it would seem—done everything that remains to be done in the way of designing exotic and attractive gift containers in Christmases past. Yet, in 1939, Parfums Charbert, Inc., attained the impossible, as it were, by marketing three cosmetic assortments in rigid transparent boxes, the measure of the attainment being the unusually high volume of sales achieved in the period between Thanksgiving and Christmas for the Charbert items housed in these boxes. At prices varying from ten to thirty dollars, each box contained a complete assortment of toiletries. Each package was nested in a bed of glistening transparent shredded cellulose—a device which not only enhanced the appearance of the whole, but also served to protect the delicate containers in shipment and to build up the varied and irregular shapes into a compact, eye-attracting unit. To add a note of color to the otherwise severely plain transparent boxes, each was reinforced with gold colored acetate rods around box and lid edges and each was tied with gold silk cords. The sparkling containers served the additional purpose of securing the products of this company an unusually great allotment of display space in specialty shop and department store windows and counters.

Credit: Transparent Containers, Jos. H. Meyer Bros. Transparent Acetate Material, Vucapak, Monsanto Chemical Co. and Lumarith Protectoid, Celluloid Corp. Bottles, Swindell Brothers, Inc., Owens-Illinois Glass Co. Vanities and Lipstick Cases, Bridgeport Metal Goods Mfg. Co. Powder Boxes, Wm. Buedingen and Son. Flower Garden Package, Wallace Paper Box Corp.



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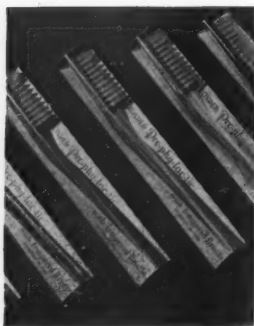
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the above award winner

RIGID TRANSPARENT CONTAINERS

Pro-phy-lac-tic Brush Co.

Tooth brushes at one time were sold with complete visibility and a complete absence of protection as unpackaged "basket" items. At a later date, almost every tooth brush manufacturer turned to folding cartons as a means of gaining sanitation and protection for the product even though at a sacrifice of visibility. Still more recently, manufacturers have sought varied means of combining transparency with product protection. Some have used glass, some have used window cartons. The Pro-phy-lac-tic Brush Co. this year adopted a new container constructed principally of cellulose acetate sheeting and designed to give sanitation plus visibility without visual distortion. The new package is safe to handle as it cannot be broken or splintered. It is extremely light in weight and provides shipping economies thereby. Since the base of the half-round package is printed on paperboard, it provides both a background for the brush and a means of attaching, as an integral part of the package, a full legend including brand name, quality, grade, etc. The half-round construction serves the dealer's convenience in that the package will rest, without rolling, wherever placed. The combination of curved and flat sections in the container serves to provide a maximum amount of rigidity for the package, while permitting the use of relatively light weights in acetate sheeting and cartonboard. The package is sufficiently rigid, in fact, to provide full protection for the brush against all hazards of transportation. The new container is unique in the manner of its manufacture as well as in its design. Special fully automatic machines were developed and built at the Pro-phy-lac-tic plant to produce the carton, insert the brush and seal both ends of the container—one of the first instances in which rigid transparent containers have been produced and filled in large mass production quantities on fully automatic equipment.

Credit: Acetate Sheeting, Monsanto Chemical Co. Printed Board Insert, Plastic Coating Corp. and Sample-Burick Co., Inc. Special Automatic Equipment, Pro-phy-lac-tic Brush Co. Counter Display Cabinets Designed and Manufactured by Kollman Case Co.



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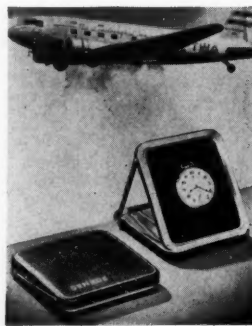
for detailed photographs
and other data regarding
the above award winner

MISCELLANEOUS CONTAINERS

Benrus Watch Co.

Jewelry and time piece display problems have always been of a special character, because of the compact nature of the product to be displayed and the layout and equipment of the average jewelry store. While timepiece manufacturers have been envied by makers of lower priced consumer goods because of their ability to spend substantial sums on effective unit packages, the design of such packages likewise requires a solution of special problems. This is so, because each watch package must serve likewise as a display or a portion of a display, if it is to be truly effective in aiding the sale of the product. While numerous solutions for this group of problems have been developed (see reference to Gruen box case—page 193), that introduced by the Benrus Watch Co. in 1939 is perhaps one of the most ingenious and effective yet to reach the market. The unit consists of a two-piece leatherette-covered metal box. Instead of the conventional hinge, brass straps are riveted to the side walls of base and top in a manner which permits the top to be lifted entirely away from the base and to be set under it supporting the base at an ideal angle for display. This easel feature, while designed primarily with a view towards its convenience to the dealer, has been found to offer the consumer substantial advantages as well, since it permits of use of the package as a permanent easel or watch stand at the bedside or when traveling. To carry out the rich theme of the outer surface of the container, interior linings of velvet and celanese have been utilized, colors being selected to provide a neutral background which focuses attention upon the product itself. Each watch is firmly held in a recess in the base of the box, permitting handling of the entire set-up as a unit, without fear of dropping the timepiece. As shipped to dealers and in turn passed on to consumers, watch and case are packaged in an outer set-up box of attractive design.

Credit: Metal Box Designed and Produced by Farrington Mfg. Co. Coated Fabric Covering: Keratol, The Keratol Co.



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for detailed photographs
and other data regarding
the above award winner

MISCELLANEOUS CONTAINERS

Schick Dry Shaver, Inc.

No mere elaborate package is this, designed to catch the Christmas shopper's eye, the new Schick Dry Shaver packages have as their primary function increasing usefulness of the product by providing the user with a complete kit for carrying the electric razor and by permitting the effective use of the razor at any place where the consumer may find himself in need of a shave. Though the unit fulfills this primary function, it goes beyond this by serving the dealer as a self-explanatory display and having other features of dealer and consumer convenience. Each razor is packed and protected by the kit. This, in turn—with other accessories—fits into a leather-covered metal box, the hinged top of which contains an ample sized mirror, making it possible to shave any time any place where an electric outlet is available. The hinged mirror lid is ideal for counter and window display. The leather-covered box is, in turn, packed in a set-up paper box, color combinations being varied both with a view toward more interesting display and with the purpose of aiding the dealer by eliminating the necessity of opening the box to determine the model contained therein. As packed in these boxes, the product is suitable for sale at any season of the year. Since, however, the major portion of electric razor sales is garnered during the few weeks between Thanksgiving and Christmas, dealers were supplied with special holiday covers in red, green and gold. These were in the form of slip covers and were so designed that they could be discarded after the Christmas season was over, thus eliminating any return package or exchange goods problem and saving the cost of special Christmas boxes. The packaging program, it will be noted, thus solves a number of problems confronting the company—making special provision for the holiday season and providing for dealer stock handling.

Credit: Designer of Pocket Dressing Room Kit, Raymond Loewy. Other Schick Packages Designed by Louis Menna. Colonel Standard & Pocket Dressing Room Kit Set-up Boxes, Warner Bros. Co. Other Set-up Boxes, A. Dorfman & Co., Inc. Board, Butterfield-Barry Co., Inc. Pouches, Bryon & Bandy, Inc. Metal Boxes, Farrington Mfg. Co. Grain Box Covering Material: Keratol, The Keratol Co. Paper for Gold Sleeve, Dennison Mfg. Co.



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and other data regarding
the above award winner

MISCELLANEOUS CONTAINERS

Larsen Baking Co., Inc.

The baking industry is divided into a number of broad segments with the house-to-house wagon distributor having, perhaps, the most difficult marketing and packaging problems of the entire industry. Selection of these packages for recognition by the All-America judges is made, therefore, in recognition of the special problem confronting the Larsen Baking Co., Inc., a large house-to-house distributor which for a number of years has pioneered in the field of fruit cake gift packaging. The very pioneering efforts which in earlier years won both recognition and volume sales for this firm, have brought up the general level of competitive packaging practices to a point where the company felt it necessary for the 1939 gift season to expand its efforts even beyond the high levels previously reached. Field research disclosed that consumer taste for the chrome or wood packages which had been favored in recent years had substantially abated and the company, therefore, sought to develop a group of re-usable packages utilizing gleaming copper as a basic material. The two packages which have been selected for award are respectively a copper handled, fruit cake bowl, re-usable as a fruit dish, roll basket or table center piece and a copper hemisphere equipped with wall hanger of bead chains and designed for service as a hanging basket for potted plants. The company's method of sale involves both all cash purchases and the acceptance of weekly installments by the company's drivers. By as early as September 20th of 1939 orders on hand for which partial payments had been made by the consumers totaled more than double the figure set in 1938, the company's previous record year. It is reported that the fruit cake sales in poundage was up approximately 60 per cent over 1938, the previous record year. The cookie assortment was an innovation in 1939, so there is no possible sales comparison. Sales, however, it is stated, exceeded the company's fondest expectations.

Credit: Copper Baskets, Revere Copper & Brass Inc. Cellophane, E. I. du Pont de Nemours & Co., Inc. Chain, Bead Chain Mfg. Co. Pliofilm Cover Fabricated by A. L. Siegal Co. Pliofilm, Goodyear Tire & Rubber Co., Inc.



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for detailed photographs
and other data regarding
the above award winner

SPECIAL AWARD—TECHNOLOGICAL INNOVATION

Gibson Canning Co.

Recognition, for the first time in the history of the All-America Package Competition, is here accorded not to a package as such, but to a newly developed process of which a package innovation and a package procedure form basic parts. The Gibson Canning Co. receives recognition, therefore, for its adoption of the Stero-Vac process—a new method of cooking and sterilizing canned foods under vacuum and at high temperatures. The process does in approximately thirty seconds what the traditional retorts or steam kettles require from half an hour to an hour to accomplish. Moreover, it is claimed for the new procedure that a far higher degree of preservation of fresh-from-the-farm flavor is achieved. Essential to the process is a new patented type of valve top can. Similar in other respects to the familiar metal food container, this can has at the center of its lid a metal valve seated in a rubber compound which permits the discharge of oxygen by vacuum and the injection of high pressure steam which, in turn, thoroughly sterilizes and processes at high speeds the product and, therefore, maintains the product under high vacuum until time of opening in the consumer's kitchen. Special processing machinery has likewise been developed to permit the speedy and efficient handling, sealing and heat treatment of the new can. It is claimed for the product as packaged by the new process that an indefinite extension of keeping qualities is effected, the fresh-from-the-cob taste being retained until the vacuum is broken upon opening the can. It is believed that the new process offers wide possibilities for extension in food packaging, particularly for crops which formerly were not considered desirable for carrying over beyond a single season. The process, it is further claimed, offers advantages heretofore unattainable in terms of flavor preservation and retention. The Gibson Canning Co. operates under a licensing agreement requiring it to maintain set standards of qualities to insure uniformity under the Stero-Vac label.

Credit: Process Developed by Research Department, Crown Can Co. Stero-Vac Cans and Special Machinery, Crown Can Co. Labels, Michigan Lithographing Co.



See page 183

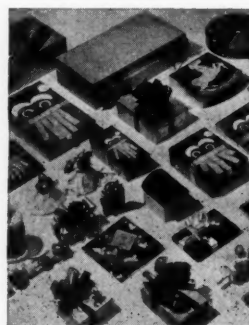
for detailed photographs
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SPECIAL AWARD—GIFT WRAPPING

Neiman-Marcus Co.

An entry—or group of entries—in the All-America Package Competition that defied all ordinary rules of classification was that made by the Neiman-Marcus Co., operators of a Texas group of department stores. This group, of half a hundred specially designed gift packages, was therefore given one of the two special awards in recognition of the unusually high standard of achievement here represented. Each of the packages—from the smallest to the largest—was used to wrap holiday purchases of Neiman-Marcus customers. While Christmas packages form the major portion of the group, a large number of other items are designed especially for such occasions as Valentine's Day, Father's Day, Mother's Day and Graduation. Significantly, the organization has found itself able not merely to aid the sale of standard merchandise through its gift wrapping department, but actually to make the gift wrapping pay—by itself. Customers were perfectly willing to pay small additional sums—over and above the purchase price of the articles packaged—for the special gift housings. Outstanding among the Neiman-Marcus packages are the Treasure Chests, a series sized for gift assortments or ensembles. The most elaborate Chest is finished in quilted satin, trimmed with genuine ermine tails and given with purchases of more than two items totaling \$100 or above. Another Chest, designed for the Man's Shop, is made entirely of cork and bears the shop insignia. A Chest of silver paper, with a transparent fluorescent hand holding a foil envelope with the gift message inside, is tied with an American Beauty silk ribbon. Other packages include the Graduation Diploma, an exact imitation of the round, white sheepskin, and fitted with a papier mâché graduate's head; Father's Day Dog House, with Dad appearing in the entrance to a cardboard dog house; and unusual wraps designed for different holiday gifts, such as Easter, Mother's Day, etc.

Credit: Paper, Keller-Dorian Paper Co., Inc., Louis Dejonge & Co., Hampden Glazed Paper & Card Co., Reynolds Metals Co., Inc. Matthias Paper Corp., Dennison Manufacturing Co., Tamm & Co. Ties, Chicago Printed String Co., Hy-Sil Mfg. Co., Norcross Co. Boxes, Pollock Paper and Box Co.



See page 184

for detailed photographs
and other data regarding
the above award winner



Honorable Mentions

1939 ALL-AMERICA PACKAGE COMPETITION

Honorable Mentions

1939 ALL-AMERICA PACKAGE COMPETITION

At the outset, let it be stated "Honorable Mention" does not mean a mere "also ran." The reason for this statement will be found in the nature of the All-America Package Competition itself. Packages are judged in the Competition in many different categories. Shipping containers are compared with shipping containers, closures compared with closures, bottles compared with bottles. The judges consider the category as a primary factor in making their selections. But they do not consider the category alone. A container that may attract the judicial eye in a given category may be found to be encumbered with accessories that are defective in design or construction. It may be found to be ill-suited to market conditions and frequently such lack of all-around excellence disqualifies a container for award within the group in which it is entered.

In other words, All-America prize winners, although selected and distinguished *within* their categories, must be *all-around* prize winners—outstanding packages by every criterion of measurement.

When this primary fact is realized, it will be seen that packages selected for Honorable Mention are not mere "runners-up." On the contrary, they are packages which have one or more noteworthy, outstanding, praiseworthy points of excellence which entitle them to recognition as substantial contributions to the development of the art of packaging. Some present unusual structural features; some excel in visual appearance; some represent extremely successful instances of redesign; some are the expression of well conceived merchandising plans.

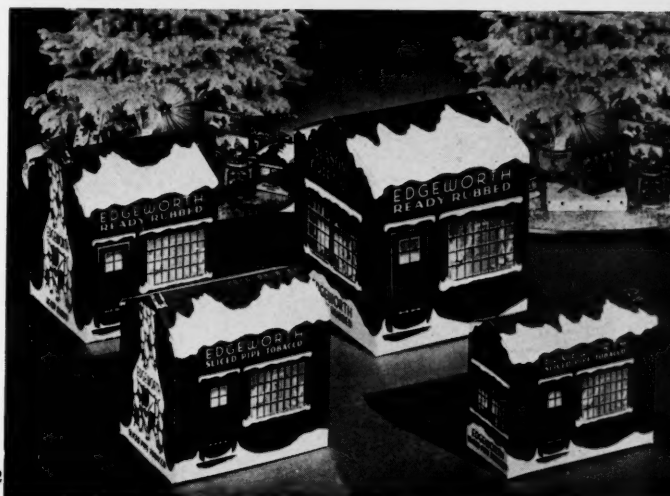
While none of these honorable mention packages and displays were deemed to be sufficiently outstanding in all-around excellence to *displace* any of the award winners, all of them are worthy of note and praise.

It will be noted, also, that these selections reflect, to a degree, the relative achievements in the various categories of the package supplying industries. Some of the 20 categories are represented by a large number of Honorable Mention packages; others find little or no representation. This is but as it should be, for progress—in its uneven march—has been most marked during the year in some fields, whereas other divisions have shown little development worthy of much note.

1. Cluett, Peabody & Co., Inc. provided their dealers with a novel, labor-saving shirt package for the 1939 holiday season in the form of the Arrow "Nuvopak"—a blank tuck end folding carton fitted with a printed self-wrapper. The self-wrapper is white and bears an attractive printed reproduction of a Christmas scene with the word "Greetings" in script and the Arrow trade mark printed below. Printed red bands simulate a ribbon tie. Light in weight and easy to assemble, this carton was advantageous to the dealer in that it is easily stored and eliminates the time-wasting operations of wrapping and tying the decorative outer portions of the conventional gift box. Credit: Designed and produced by Cambridge Paper Box Co. Wrap paper, Nashua Gummed & Coated Paper Co. Board, Robert Gair Co., Inc.



2. Larus & Brother Co., Inc. have for many years enjoyed wide public acceptance for Edgeworth pipe tobacco. The product—so well known and so widely accepted—has long been a favorite choice for Christmas giving and in 1939, this company used painstaking care in the selection of a gift container to heighten the atmosphere and spirit of the occasion. For the 1939 holiday season, the company sought to reproduce a snowbound log cabin complete with peaked roof and visible interior. The realistic effect was heightened by snowdrifts against the sides of the cabin and the view of a blazing fire inside, around which a group of happy men sit smoking churchwarden pipes. The packages were produced as a family of outer cartons carrying the standard tins of Edgeworth tobacco. The cartons could thus be removed on all merchandise not sold during the Christmas season. This eliminated any problem of returned or exchanged goods. Each carton is of laminated construction, the printing being done on the inner face of the transparent cellulose which is then laminated to the blank carton board. The high gloss of the transparent cellulose adds greatly to the eye appeal of the packages on display and prevents soilage in handling. Credit: Carton by Shellmar Products Co. Board, The Ohio Boxboard Co. Cellophane, E. I. du Pont de Nemours & Co., Inc.



3. Abbott Laboratories, as an ethical pharmaceutical house, operate a large scale professional sampling department, sending hundreds of thousands of samples of their newer products to every member of the medical profession. Each sample is accompanied by descriptive literature and the company has therefore adopted metal-edged mailing cartons which carry an attractive broadside or blotter and a small sample of the product for the physician's own use in clinical trials. To make the cartons most attractive to the recipients, each is adorned with illustrations depicting a medical event or situation of importance, these illustrations tying-in with similar designs on the broadsides. The company reports a highly favorable reception on the part of physicians—all the more noteworthy in view of the large volume of sample material which reaches the medical profession in what amounts virtually to a daily flood. Credit: Designer, Ernest A. Spuehler. Cartons by National Metal Edge Box Co.





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4. Outstanding packages are not created by major firms alone. The Valerie Jean Date Shop of Thermal, Calif. has previously come to the notice of readers of Modern Packaging because of the innovations it has introduced in the packaging, display and shipping of its fine products. It receives the accolade of the All-America judges for 1939 for the corrugated gift carton which it recently developed. The cover of the carton features a painting of a desert oasis with mountains in the background reproduced in brilliant colors. Purple and yellow lettering imprinted over the painting present the theme of the package, "From a desert oasis to you." The attractively colored, hexagonal box is of rugged corrugated construction, fully able to withstand rough handling received in shipment and to convey an impression of fine quality at the end of its longest trip. Within, the dates are packed in amber cellophane wrapping and afforded further eye appeal and protection by scalloped edgings and a wide ribbon tie. Credit: Carton by Schmidt Lithograph Co. Labels, Schmidt Lithograph Co. and Foxon Co.

5. The Hudson's Bay Company's blankets distributed by The Esmond Mills, were formerly wrapped in plain brown kraft paper, providing neither identification nor display qualities. Some time ago, the company switched to a somewhat more attractive kraft paper bag imprinted with trade mark and company name identification. Since it was felt that this package, too, lacked many desirable qualities, the company during 1939 adopted folding cartons of two-piece telescopic construction, decorated with full color direct photographic reproductions of the blankets within. These attractively present every graceful fold of the widely known product and lend themselves most admirably to display purpose. The blanket can be inspected by lifting off the top of the carton and it is therefore no longer necessary for the dealer to destroy the package in demonstrating the product. The container is sturdy and thus offers re-use possibilities as a storage container in the home. Credit: Carton designed and manufactured by National Folding Box Co. Art work and photography, Lippke & Kruger Studios.

6. Canada Packers, Ltd., Dominion packagers of frozen foods, have adopted a new type of unit container which is distinguished by its practicability and by the protection it affords the product and by its relatively low cost. The container is made of a single piece of paperboard, being folded and formed by a patented method which is most economical of material and provides a liquid-proof receptacle. The wide opening at the top simplifies filling operations. Assembly work and wrapping and cartoning is dispensed with. Closure may be effected by means of metal strips or heat sealing or a combination of both. The resultant package is uniform in size and color scheme and makes a most attractive container on display. The container, furthermore, is most convenient from the viewpoint of the housewife, both as a package for the original contents and in view of its potential re-use in the icebox. Credit: Designer, O. W. Wentz. Package by Seal-O-Sac, Ltd.

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7. Krumbles as a product was introduced by the Kellogg Co. in 1912. Since its introduction, there have been five packages, concluding with the current package. The original box was quite decorative, with a heavy border. This package was redesigned to eliminate the border, thereby giving it larger appearance. Further redesign incorporated a cellophane window to show the product and the window was then omitted and a printed reproduction of the product substituted. The current package was introduced during 1939. Its display of not only Krumbles, but fruits which can readily and naturally be recommended by the dealer as an accompaniment to the Krumbles purchase is a welcome selling assistance. The attractive color photographic reproductions whet the consumers' appetites. Krumbles and bananas are pictured on the reverse side of each of the six packages in order that this may be displayed when the fruits on the other side are out of season. The suggested party games on the side panel and an offer of party game books are of distinct interest to consumers. Credit: Cartons, Sutherland Paper Co. Color photographers, Jeffrey White Studios. Filling machinery, Pneumatic Scale Corp., Ltd.



8. This product of The Frostilla Co., Inc., was originally packaged in a 2-oz. bottle with raised letters on sides and back panels and fancy lettered black and white labels. The original package was wrapped and sealed as was the custom in the 1870's and 1880's. In 1920, the first modifications were made, substituting caps for corks and cartons for paper wraps. In 1927, a simple three tone blue, black and gold label and carton was adopted, modified in 1934 to white carton and label. This 1934 package introduced a chevron design which has been carried through to the newly introduced redesign. The design of the present Frostilla bottle line was adopted for its clean lines, its non-slip base, its colorful closure and its conservative presentation of trade name and use of directions. The new package is attractive for counter display and dressing table use and represents a significant step in the progressive redesign of this long-established bottle. Credit: Designer, Georges Wilmet. Bottles and caps, Armstrong Cork Co. Label, Anigraphic Process, Inc. Filling machinery, Karl Kiefer Machine Co. Capping machinery, Consolidated Packaging Machinery Corp.



9. This Cocktail Bar package, sponsored by the Knight Packing Co., was created in an endeavor to put into one package ingredients commonly used in serving to a party. This set gives the host or hostess five uniformly sized and shaped jars of hors d'oeuvres, maraschino cherries, cocktail onions, mustard and gerkinets, a pleasant change from the usual unsightly array of bottles of various sizes and shapes. Product identification is carried on a foil label on the closure top. The jars are packaged in a white wooden box, attractive enough to set on any table or bar. The attached lid is decorated with several tiny pink elephants on a background of musical notes. Credit: Glass containers and closures, Owens-Illinois Pacific Coast Co. Labels, Rose City Label Co. Foil, Reynolds Metals Co., Inc. Box, Brooks Manufacturing Co.





10

10. Prior to the development of this container, consumers using paper cement in quantity were required to purchase dispensing units which cost from \$1.50 to \$2.00. The new squat can, sponsored by S. S. Stafford, Inc., is available in four sizes and affords a convenient and practical container. A constant level is maintained in the can, as the contents are used, by the simple device of tipping the container slightly. The squat design eliminates the possibility of the brush and ferule picking up too much cement even though the can is full. Sales, due to the inherent advantages of the new package, are reported to be most encouraging and approximately 80 per cent distribution has been secured where the container has been offered on the market. Credit: Designer, L. H. Kefer. Cap and Can, Cordiano Can Co.



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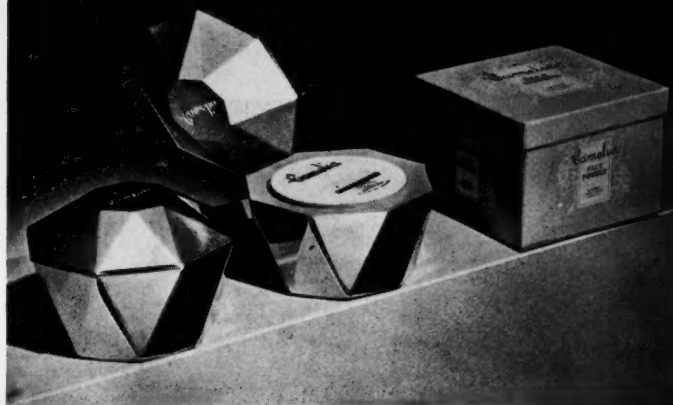
11. Designed to present customers of L. Bamberger & Co. with the opportunity of purchasing a multiple selection of the cosmetic products of the company's private brand Chantrey line, the Chantrey beauty kit has succeeded in introducing the line, via holiday sales, to numerous feminine customers of the store. The kit consists of an attractive metal box with extension bottom and hinged extension lid decorated in a reddish-brown with a modern design identifying the lid but by no means diminishing the re-use value of the container. On a cardboard platform in the interior of the box is found a selection of Chantrey products, each packaged in containers with colors which complement that of the kit. The container has a premium value of serving as a re-use box for either cosmetic odds and ends or for such hard-to-store items as handkerchiefs, jewelry, etc. Credit: Designer, M. L. Rosenblum. Opal jars, Hazel-Atlas Glass Co. Set-up boxes, Wolff Appliance Co. Cellophane, E. I. du Pont de Nemours & Co., Inc. Metal closures, Hazel-Atlas Glass Co. Molded closures and containers, Colt's Patent Fire Arms Manufacturing Co. Metal lipstick containers, Bridgeport Metal Goods Mfg. Co.



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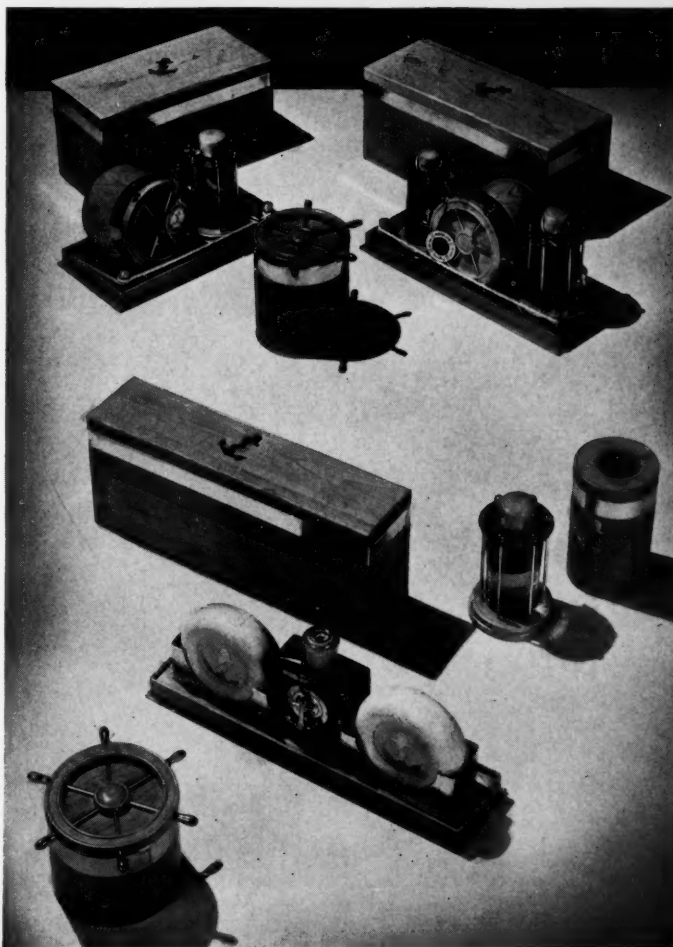
12. In December, 1938, National Quality Foods introduced to the market a 5-oz. sealed can of pop corn, but found sales resistance high due to difficulties in opening the can and due to the fact that the consumer could not see the product. It was to eliminate these drawbacks that the new container, which receives Honorable Mention in the 1939 All-America Package Competition, was designed. The container is packed on standard canning machinery and differs from the ordinary can only in that a window has been punctured in the top wall of the container, permitting a view of the contents and providing for easy access thereto. The window is sealed by a piece of transparent cellulose which underlies the entire top of the can and is held in place by the curved edges of the can. Thus the container is air-tight and moisture-proof, yet it is only necessary to puncture this seal to provide for access to the product. Credit: Can, American Can Co. Cellophane, E. I. du Pont de Nemours & Co., Inc. Labels, Muirson Label Co.

13. United Drug Co., Ltd. of Canada has marketed Camelia perfume in dram and 2½ dram solitaire diamond shaped bottles. Spurred on by the success of these perfumes, the company ventured to produce a Camelia face powder and quite logically sought an association package design between that of the new product and those utilized for perfume. To this end, a metal container was developed of multi-faceted chromium stampings which provide a most attractive hinged housing for the face powder and which closely resemble, in shape, the diamond-shaped bottles. The word Camelia is found on the top of the hinged lid in script lettering. Lifting this lid, a powder drum is disclosed, held rigid by a die-cut cardboard blank. The metal container was packaged for sale in an attractive gold foil-covered box which ties in with the packages used for the rest of the line. The novel shape and bright finish of the face powder boxes encourages effective mass display on toiletry department counters in retail stores. Credit: Metal container, Coulter Copper & Brass Co., Ltd. Drum for contents, Dominion Paper Box Co., Ltd. Paper for drum top, Wyomissing Glazed Paper Co. Outer set-up box, Fielder Paper Box Co., Ltd.



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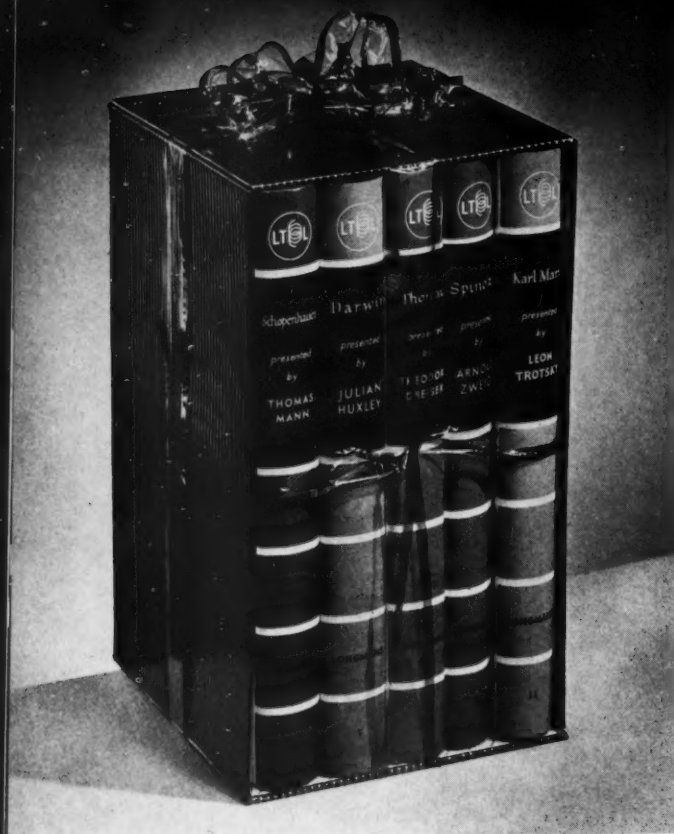
14-15. The Allen B. Wisley Distributing Co. has for a number of years enjoyed a substantial sale for its toiletry products when packed in specially designed seasonal gift containers. The company achieved recognition in the 1939 All-America Package Competition for the set-up boxes used to house and present three groups of its products. The Marine line—which boasts soaps shaped like life preservers and other maritime accouterments—utilizes platform base set-up boxes covered in wood veneer paper with horizontal foil banding and foil anchors on the top face of each container. The Saddle Club line utilizes a pebble grain simulated leather paper in combination with foil on a hinged lid box with die-cut platform insert holding the three items in position. A foil label adorns the inner face of the box lid. The Old Lavender box is of telescopic construction and has a horizontal foil band which characterizes the Marine line boxes. A foil label tops off the container and foil edging frames the platform housings of each of the individual packages. Credit: Designer, Harry Dearling. Marine line—Bottles, Carr-Lowrey Glass Co. and Foster Forbes Glass Co. Box coverings, Charles W. Williams & Co., Inc. Bottle caps, Anchor Hocking Glass Co. Labels, A. J. Anderson. Boxboard, Container Corp. of America. Saddle Club line—Bottles, Swindell Bros. Box coverings, C. R. Whiting Co. Metal closures and fittings, Chase Brass & Copper Co. Metal stirrups, Waterbury Buckle Co. Foil, Reynolds Metals Co. Boxboard, Container Corp. of America. Labels, A. J. Anderson. Box-making machinery, Stokes & Smith Co. Cappers, Alsop Engineering Corp. Labelers, New Jersey Machine Corp. Old Lavender line—Bottles, Carr-Lowrey Glass Co.



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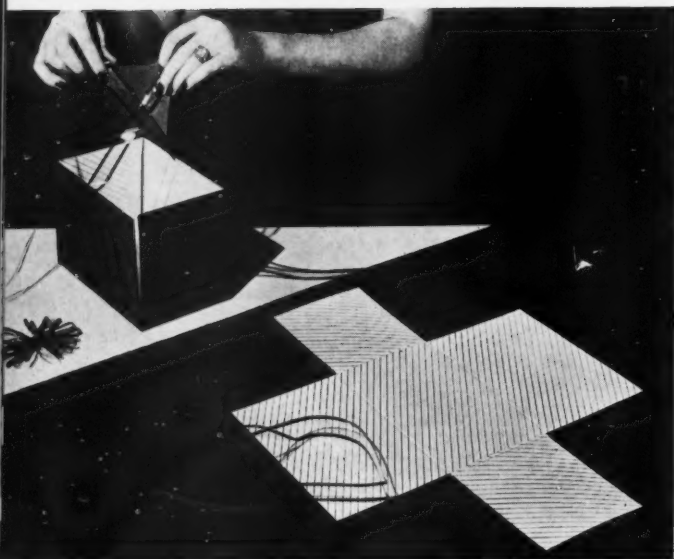


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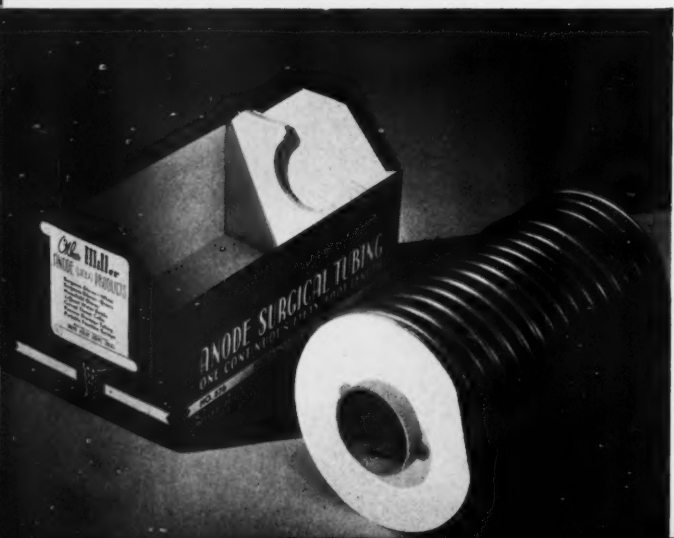
16-17. Longmans, Green & Co. publish, among their long list, a series of eleven \$1.00 books of which dealers, during last fall, had an ample stock on hand. The company sought to aid dealers in making Christmas sales of these items into \$5.00 units, but it did not wish to force upon either dealer or consumer any fixed assortment of books. It therefore provided dealers with an ingeniously constructed container of set-up box construction, but with unstayed hinged side walls. These containers could be shipped flat and empty and could be assembled by an inexperienced salesperson. All that was necessary was to place the books into position and to tie the pre-attached ribbon into an attractive bow. This procedure contrasted sharply with previous policy among publishers whose book boxes were either designed to be shipped filled or ran high risk of being smashed in transit if shipped empty. The company reports an average sales increase for the series of books of over 300 per cent in the four weeks following the introduction of the package. The company states that it has not had a single complaint of any sort from any dealer or consumer during the entire period of its promotion. Credit: Designer, Horace Terrell. Box, Karl Voss Corp. and A. Dorfman Co., Inc.



17

18. The B. F. Goodrich Co. has manufactured rubber tubing for surgical and other purposes for many years. A program of research and development, aimed at making tubing in continuous lengths by the Anode process, was carried on for several years by the company and the product announced a year ago. It enables the tubing to be packaged in 50 ft. lengths so that it can be cut into any length desired by the customer. When the new All-Purpose tubing was perfected, the objectives of the special package designed for it were as follows: (1) Ease of dispensing. The package had to be so constructed that the retailer could cut the tubing speedily and with a minimum of effort into any length the customer ordered up to 50 ft. (2) The package had to be compact, so that it would take just as little space as possible on the crowded counters and shelves of the retail drug store. (3) The box, coupled with the merchandising message carried on it, must help sell the product. One of the objectives behind this was to let the customer see at a glance that the tubing was in 50 ft. lengths and could be cut to his needs. To assist in carrying out these purposes, the package had to be fitted with bearings, so that the reel would unwind freely. It also is equipped with a rule, in inches, on the rear of the box, so that measurement for cutting can be quickly accomplished. The tubing container not only serves the purpose of transporting the product, protecting it admirably, but likewise serves as a practical, convenient dispenser which aids the dealer measurably. Credit: Boxboard, Container Corp. of America. White litho paper, Champion Coated Paper Co. Tubes, R. C. Can Co. Spool discs, The Ohio Boxboard Co. Shells, Cleveland Container Co.

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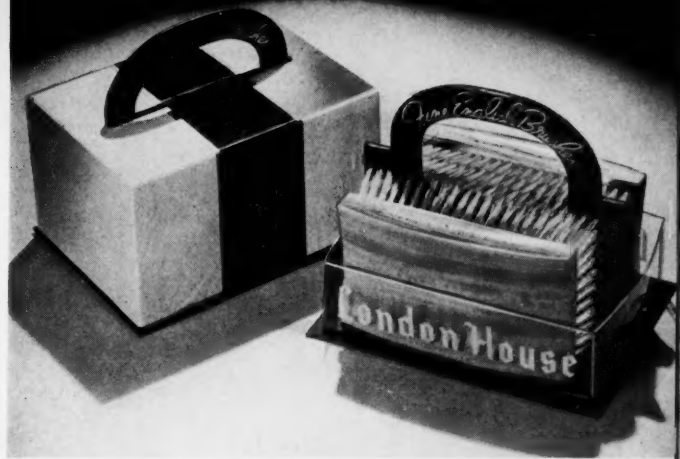
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19. The design of this package was created for London House, Ltd. to produce sales of brushes by the following means: (1) To attract attention to the brushes, the manufacturer's name and the British origin of the brushes by the unique display construction of the package, both when open and closed. (2) To so display a pair of brushes that both may be seen in their entirety, backs, bristles, size and shape, at one time and in conjunction with the name and selling appeal "Fine English Brushes." (3) To so construct the package that brushes of varying sizes and shapes can be displayed and shipped without the necessity of changing the package either for shipping or appropriate display. (4) To accomplish these results with a package that is inexpensive in fact, while original, smart and distinctive in appearance. The favorable response of the trade indicates that these ends have been achieved. Credit: Designer, Everett W. King. Box, Shoup-Owens, Inc. Transparent material, Vupak, Monsanto Chemical Co. Box paper, Louis Dejonge & Co. and National Coated Paper Co. Boxboard, Butterfield-Barry Co., Inc.

19



20. For a number of years, a silhouette of the head and shoulders of an old-fashioned girl has been used as a trade mark for the products of the Carter's Ink Co. From this trade mark the idea originated of having a natural color photograph of a lovely girl in an old-fashioned costume to decorate the Carter's Carbon Paper box. This box was intended to be so attractive as to act as a sales display for itself in the store and to advertise itself after being seen in use in offices. It was not on the market until October, 1939, so it is impossible to state how the sales of the carbon paper have been affected by the box. Credit: Designer, Clement H. Watson. Box manufacturer, Scott & McDonald Co. and Cambridge Paper Box Co. Box wrap printed by The Forbes Lithograph Co.

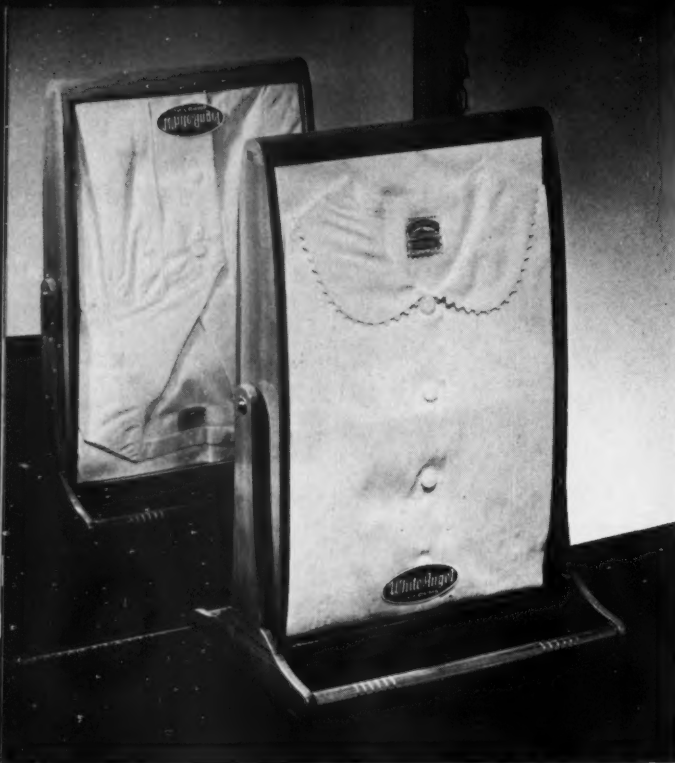
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21

21. This display fixture was designed as a dispensing rack for Fibs, a product of International Cellucotton Products Co. It was designed so that when merchandise in front of the rack is low, the rack may be reversed and filled at the convenience of the clerk. A lithographed card, designed with copy on each side, folds flat so that the merchandise can be packed in the rack and put in a shipping carton with no lost space. A simple wire construction insures that the bottom package will always be pushed forward as it feeds down in the rack. This not only facilitates removal from the rack, but virtually offers the product to the consumer and makes it quite clear that the consumer is welcome to remove the product and need not wait for the sales-clerk to do so. Credit: Designer, Andrew P. Olson. Associate designer, Howard H. Monk. Display rack, The Washburn Co. Folding cartons, Sutherland Paper Co. Cellophane wraps, E. I. du Pont de Nemours & Co., Inc.





22

22-23. The Press Dress & Uniform Co. wins recognition for a combination wood and transparent material display which permits the showing of two styles of uniform on the same store counter. The demonstrator is pivoted so as to permit the dealer's clerk to quickly turn from one style to the other and thus allows for consumer selection directly from the display. This eliminates a great deal of stock handling, keeps handling losses down and saves inventory from soilage. Stores usually carry two of these displays and thus are able to show four styles to the prospective customer by a simple twist of the hand. Clerks' time is saved and it remains for the salesperson only to draw from the stock the proper size of the dress uniform after selection has been made from the displays. The displays quite naturally are effective in securing consumers' attention and the clerks' interest. The company reports that the stores which have installed the units have had satisfactory sales results. Credit: Cabinet, Pilliod Cabinet Co. Transparent material, Eastman Kodak Co.



23

24. Coty, Inc. has utilized this cabinet for a single purpose, to display cosmetics rather than to feature the display fixture itself. This has been achieved insofar as there is less than half an inch of the cabinet visible at each side from the front view. All is cosmetics, save a small base at the bottom and the name feature at the top. It was essential to eliminate shadows as far as possible in the designing of this case. This has been ingeniously achieved by the "double surface" display which allows light to filter through the skylight at the top and illuminate the merchandise at the bottom. This arrangement compensates for all variable lighting in a retail store. What is lost in one direction is picked up in another. This is particularly important in showing subtle rouge colors which suffer when displayed in shadow. It is important to note that there are 18 items shown, besides 16 color samples and about 32 name specifications—all within a very small area and without any sense of crowding. The construction is simple, rigid in form. Note how the lines of the cabinet itself all recede from the display surfaces, thus causing no competition with the merchandise. No glass has been used, thereby eliminating costly breakage in transit or by accident. At the same time, due to the curved surfaces, visibility has been increased to maximum. In some lights, there seems to be no protecting factor at all. The cabinet is dust-proof, theft-proof, neat and washable. The interior has been utilized for storage in the fullest sense. Lipsticks may be "filed" name side up. The rear door, usually utilitarian, has been made to carry a "guide" for the dealer. Symbols of face powder, lipstick and rouge have been used to facilitate discerning combinations of cosmetics—a decided feature of assistance to the dealer. Credit: Designer, Arthur Botham. Display, Arrow Manufacturing Co. Transparent material, Vupak, Monsanto Chemical Co. Velour paper, Keller-Dorian Paper Co. Cream flint paper, Wyomissing Glazed Paper Co.

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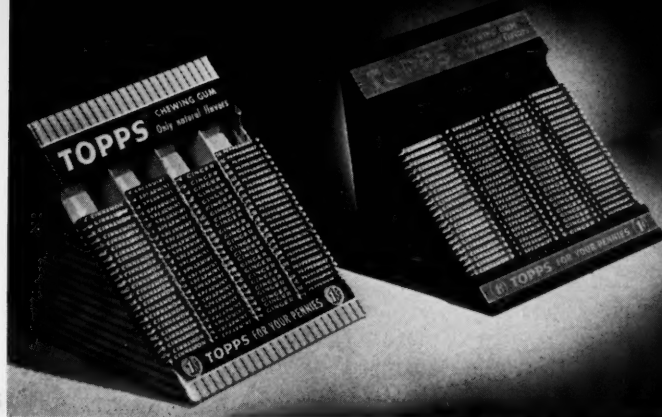
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25. Topps Chewing Gum, Inc. sought to develop a counter fixture which would feature four flavors of penny packages of chewing gum. Two similar fixtures were developed—one of permanent construction molded of plastics and the other of folding boxboard. It was desired that the unit require little counter space and yet effect mass display. While affording the consumer easy pick-up, it was necessary that it be so designed that the orderly arrangement of the product be maintained as sales were made. It was further desired that the display have dignity in keeping with the quality of the product. The display produced is compact, strong, simple in its lines and commands attention. Easy pick-up has been provided by finger space clearances near the top. Because the contents are completely visible, it obtains a maximum of mass display. Credit: Designer, Karl Fink. Molded display unit, Accurate Molding Corp. Bakelite, Bakelite Corp. Metal plates, Premier Metal Etching Co. Cardboard display unit and folding cartons, Albert Paper Box Co.

25



26. The Silvered Bowl Mazda lamp, used in connection with inexpensive adapter fixtures which may be screwed into existing sockets, is a recent outstanding development in lighting. Vision-Aids, Inc. pioneered in the sale of such equipment in collaboration with the General Electric Co. A display was needed which would properly present and demonstrate this new development in lighting. Vision-Aids, Inc. enlisted the cooperation of General Electric Co. in order to have such a display developed. The display finally adopted is of pylon design, consisting of two main pieces made of white lined fibre board, the upright section being 10 in. by 10 in. by 52 in. and the canopy 33 1/2 in. sq. In addition to these, there are two sections to provide support for the canopy and for holding the pillar firmly in square. The entire display is shipped flat and can be quickly assembled. The printing is done in established G-E colors, orange and blue. Judging by the number of favorable comments received from dealers from all over the country soon after its introduction, it is quite evident that the display fulfills its intended purpose. Credit: Display designed and manufactured by The Ohio Boxboard Co.

26



27

27. The Maine Development Commission sought to capitalize on the enormous popularity of its last year's All-America prize winner, the Maine Potato Boy. This earlier display made the figure of the Maine Boy literally a national trade mark. The new unit was designed to provide a practical window or floor display to hold two or three 15-lb. bags of potatoes plus showing merchandise which the dealer may select at will. Chains as well as independent stores have given preferential space to this display. The Commission has been swamped with letters and telegrams specifically crediting the display with substantially increased sales. Credit: Designer, Brook, Smith, French & Dorrance, Inc. and Einson-Freeman Co., Inc. Display manufactured by Einson-Freeman Co., Inc.





28. Hecker Products Corporation's fruit beverage, Vanti Pa-pi-a, is merchandised in the retail store via this floor display which is so designed as to emphasize the tropical nature of the refreshing drink. Using a natural color photograph of an island beauty with color paintings of the lush foliage and fruit, the floor merchandiser provides an appropriate tropical atmosphere. The girl is seemingly holding an imitation bamboo basket in which the bottles of Vanti Pa-pi-a are placed in jumble fashion, thus inviting consumers to help themselves. Painted board extends from the base of the basket to the floor. Although the display is over 5 ft. tall, its narrow construction occupies a minimum amount of floor space. The vivid colors utilized in this display, the effective manner in which the product is presented and the sturdy construction that easily bears the weight of a case of bottles have made this display a welcome unit in retail stores and have aided materially in securing thousands of outlets for this new product. Credit: Designers, Erwin, Wasey & Co. and Einson-Freeman Co., Inc. Display manufactured by Einson-Freeman Co., Inc.



29. The Norwich Pharmacal Co. sponsors a window display which capitalizes on both humor and child appeal, instead of the usual unpleasantly realistic picture of an adult in pain. The unit pictures a boy sitting on the floor, clutching his stomach in evident distress, with several green apples and cores spread about to provide the answer to his stomach ache. The message "Pepto-Bismol for upset stomachs" is printed over the boy's head. The humor of this situation, its simple yet effective presentation and the faithful reproduction of the original water color all combine to make this window display outstanding. Two side panels feature a giant sized bottle of Pepto-Bismol with two characters suffering from ailments which the product is credited with being able to cure. The center panel featuring the boy may be utilized in the window or may be used inside the store as a poster. Credit: Display designed and produced by Einson-Freeman Co., Inc.



30. Parke, Davis & Co. have made a practice of issuing each year a new professional pharmacy window display, issued in time to be available for National Pharmacy Week which is annually observed during the month of October. This current display combines the professions of medicine, pharmacy and nursing in a single showing, the objective being to more fully acquaint the public with the close relationship of these three professions. Inasmuch as the ensemble was likewise intended as a good-will builder, insofar as pharmacists were concerned, the company did not exact a specific order for merchandise from the thousands of recipients. However, it was mandatory that pharmacists place orders for assorted pharmaceutical products in order to procure displays. Credit: Designer, Geo H. Gift. Display manufactured by Thomas A. Schutz Co.

31. The Centaur Co. sought a display which would appeal directly to mothers. This appeal was cleverly emphasized by utilization of a baby, photographed in direct color, shown in a blue chair, with a large block lifted in strong-man fashion in one hand. The message, "Fletcher's Castoria, the safe laxative for children" is imprinted in red on the block. The appeal made to passing women by the colorful reproduction of the serious-faced baby, caught in an action pose, has been, it has been reported, responsible for definite sales increases wherever this display has been shown. Other products marketed by The Centaur Co. likewise get ample presentation through utilization of the unit. Thus the company presents its Z.B.T. baby powder and a variety of other baby needs. This grouping of related products tends to inform the mother that a complete line of baby items is available and it permits the dealer to show a variety of his merchandise. Credit: Display designed and produced by Einson-Freeman Co., Inc.

31



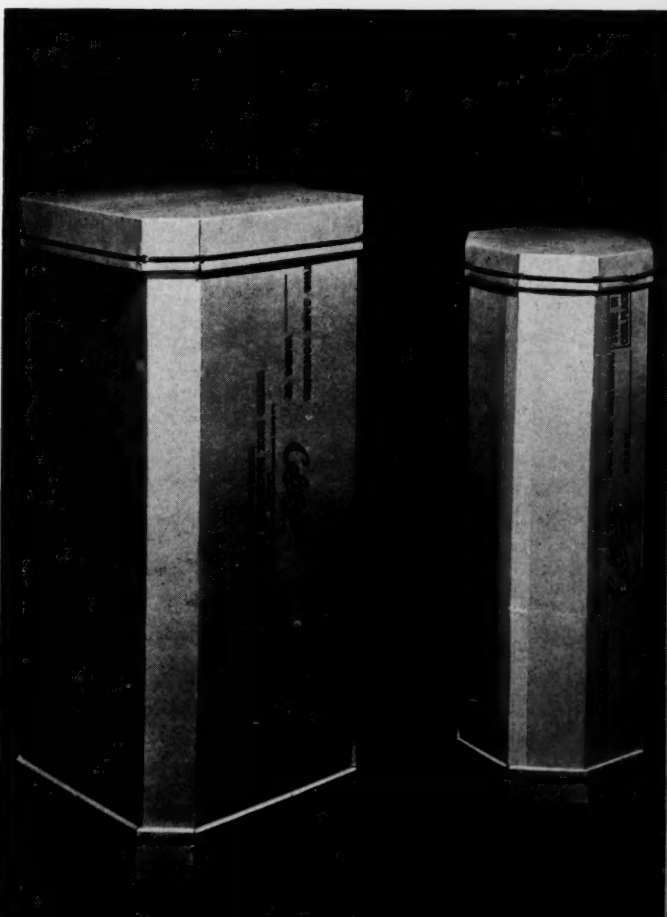
32. A gift kit, containing several bottles and cans of food products, designed to resemble a traveling case and complete with painted straps and imitation labels, won recognition in the 1939 All-America Package Competition for the P. J. Ritter Co. Straps, labels and handles are red, contrasting effectively with the brown corrugated board used for the container. Ketchup, spaghetti and other food items are packed two deep in five rows. The second and fourth rows are enclosed in individual board containers so that each of the five rows is protected from contact with one another, without the expense required for five separate containers. The unit was developed to make an acceptable gift item out of a combination assortment of staples, thus giving the contents more apparent value in the eyes of the consumer. Credit: Container designed and produced by Robert Gair Co., Inc.

32



33

33. This type of container, known as the "Drumpak," has been in use for some two years on such commodities as soap powder, cleaning compounds, metal gadgets, chemicals, etc., where the gross weight limit was not more than 110 lbs. The use of this container, however, for rolls of box toe board, leatherette, window shade cloth and like items weighing up to 450 lbs., products of the Plastic Division of E. I. du Pont de Nemours & Co., Inc., is entirely new. The shipping containers are made hexagonal, octagonal, square rectangular and rectangular with chamfered corners, depending on the intended use. Single rolls of box toe board are placed in octagonal boxes, four rolls in square with chamfered corners. Being light in weight, collapsible and easily assembled, the shippers save storage space, freight charges and assembling costs over drums, barrels and wooden boxes. Large quantities of shipments have been packed in this manner and are said to be giving perfect satisfaction. Credit: Container, Gaylord Container Corp. Steel strapping supplied by Acme Steel Co.





34

34. The John C. Turner Corp. desired a shipping container having a re-use value in conformance with the following objectives: (1) An attractive package for effective shelf or counter display of the product and one that would attract customers. (2) A simple structural design, easy to assemble. (3) Sturdy construction that would withstand the rough handling of children. (4) An overprint container which would not show wear and dirt. (5) A container that would have the necessary appeal to create impulse sales. (6) A container that would instantly appeal to mothers and fathers, because it would make the job of putting away toys a part of the game to be played with the toys. The final design developed satisfies the above objectives quite effectively. Through the use of bright colors and a generous distribution of ink over the entire container, it will stand out on the counter and attract attention. Credit: Container, Inland Container Corp.



35

35. The Hyper-Humus Co. markets a cultivated sedge reed peat, sold commercially in a 65 per cent moisture condition. It is desirable to maintain this moisture content, since its reduction below this point would minimize the active functioning inherent in Humus and thus substantially reduce the value of the product as a fertilizing agent. The company has succeeded in finding a container which, in all tests to date, seems to be capable of resisting the deteriorating action of the product. The bag consists of a white cotton outer wall with a moisture resistant Pliofilm lining and is being used in 5-lb., 10-lb. and 25-lb. sizes. The advantages of the new package are as follows: (1) It has introduced Hyper-Humus to new customers. (2) It has offered all customers, old and new, a clean inside-the-house storing facility for house plant potting purposes. (3) It furnishes a new selling aid to dealers. (4) It carries a large portion of the company's advertising burden, through dealer display, at no additional cost to dealers or to the company. Credit: Bag, Chase Bag Co. Lining material, Goodyear Tire & Rubber Co., Inc.

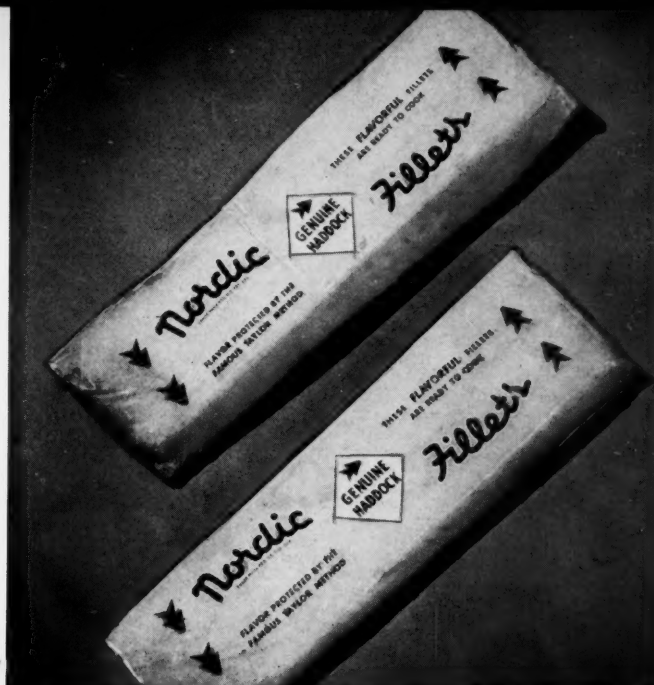


36

36. The H. C. Bohack Co. developed in the early part of 1939 a completely cooked, smoked ham of unusual flavor and tenderness. In order to absorb the very considerable additional cost of manufacturing and promoting such a specialty and at the same time render a satisfactory profit, it was necessary to charge approximately 50 per cent more than for Bohack's regular smoked ham which already enjoyed a very good sale. It was felt that in the chain stores, the best way to point out the many advantages of the baked ham and definitely differentiate between the new and the old smoked ham would be through a package. Printed cellophane was decided upon as the wrapper that would do the best selling job for the product. A gold background is utilized, liberal use of red and blue lettering and a natural color sketch of the ham was selected. Credit: Wrap designed and produced by Shellmar Products Co. Cellophane, E. I. du Pont de Nemours & Co., Inc.

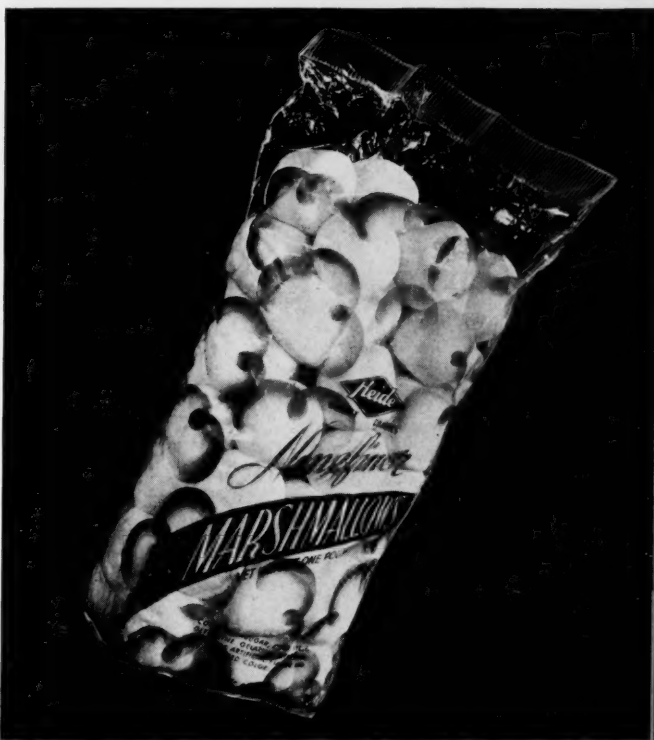
37. The transition from fresh freezing to quick freezing under pressure requires highly efficient packaging materials which permit the maximum protection for products of this type. Wrappers and cartons must stand up under sub-zero temperatures and offer protection sufficient to preserve quality and prevent dehydration in storage and transportation. The Atlantic Coast Fisheries Co. adopted a mat cellophane wrapper for its Nordic fillets and scallops. They protect the product and, in addition, are simply and well designed. The use of blue and white offers a clean appearance. The use of a wave effect in design and the use of modernistic trade marked fish enable the company to carry through a basic family design, establishing family relationship for a variety of fillets and seafoods. Credit: Wrap printed by Shellmar Products Co. Cellophane, E. I. du Pont de Nemours & Co., Inc. Cartons, Container Corp. of America and Russell Box Co. Corrugated shipping containers, Container Corp. of America.

37



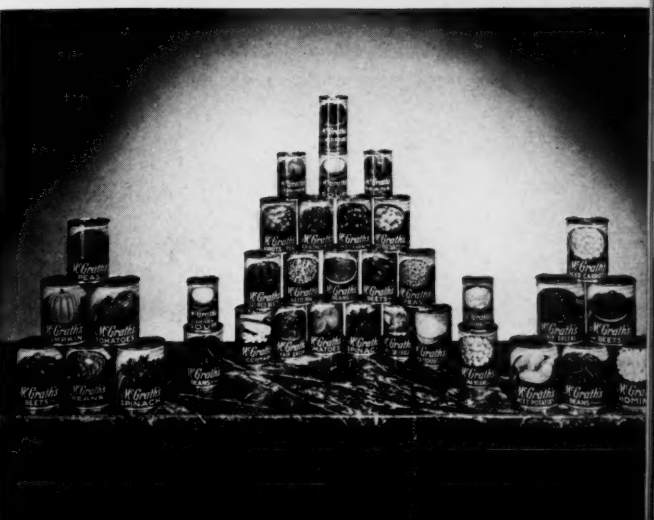
38. A cellophane package of marshmallows, printed in three colors, with a light, graceful design to suggest the daintiness of the product, earned recognition for Henry Heide, Inc. The word "Marshmallows" appears in white upon a curved red band running across the center of the package. Red and blue lettering identifies the maker and lists ingredients. Decorative curved blue lines complete the colorful design. Recipes are printed on the back of the package. The entire aim of the package and design was to convey to customers the light, fluffy nature of the marshmallows. The unique design has made this objective possible. Credit: Printed bag by Shellmar Products Co. Cellophane, E. I. du Pont de Nemours & Co., Inc.

38



39. After many years of publicizing their old label and realizing the good-will attendant to this publicity, The H. J. McGrath Co. finally decided that this label had outlived its usefulness. Therefore, the company conducted a survey in an effort to determine the requirements for a canned food label to meet present-day merchandising methods and in January, 1939, a new design was adopted for one item. The results secured on this first item were so satisfactory the company decided to adopt the new design for the entire line and to date there are 30 items under the new label with new items being constantly added. In developing the new design, careful consideration was given to shelf appeal in the retail store, pyramid and shelf appeal in the chain store and bin appeal in the super market. The new labels quickly tell the consumer what type of canned food she is purchasing and what the can contains. Each label has at least two recipes showing how the food may be prepared in the most appetizing manner. Credit: Designer, Louis Bonhajo. Labels, The U. S. Printing & Lithograph Co. Cans, Continental Can Co., Inc. Shipping containers, Seaboard Container Corp.

39

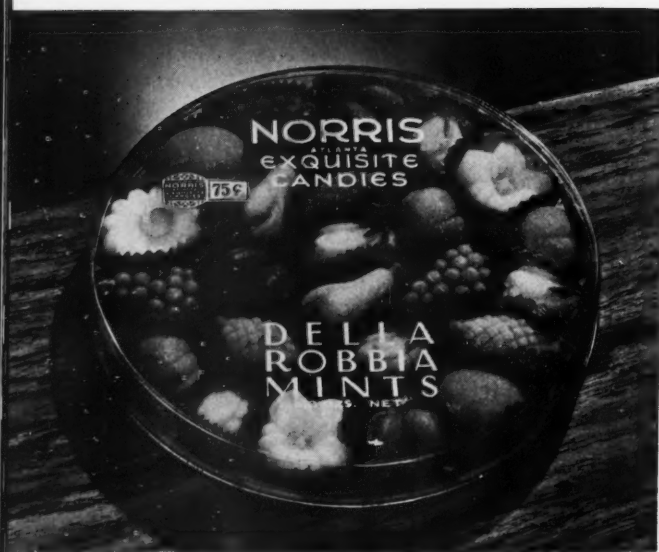




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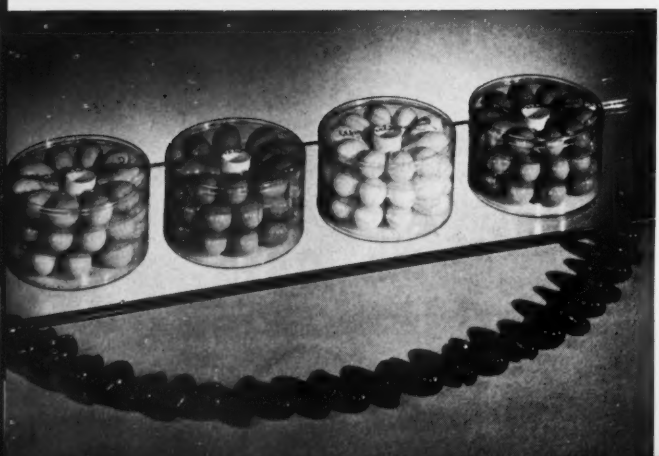


40. New labels for Fancy Quality items, not previously labeled in the Country Club canned goods line of The Kroger Grocery and Baking Co., are so designed as to identify the food products as "unusual and fancy" merchandise in a complete line of kindred products. The problem was to utilize a label which would be different, but which would at the same time retain the established characteristics of the Country Club label. This was accomplished through retention of the black background and the white horizontal band upon which all necessary information concerning the product packed within appears. A natural color photographic reproduction of the contents in each can circles the lower half of the container. This faithful reproduction of the contents is visible no matter how the cans are arranged for display, thereby assuring ample consumer appetite appeal. Additional data concerning the product is imprinted on the panel above the all-over color photograph. While a comparative sales report cannot be made, the company states that sales on this newly labeled merchandise have been exceedingly good. Credit: Labels, Interstate Printing Co. Color photograph, Fidelia Harrer.



41

41. Della Robbia mints, a product of Norris, Inc., are formed in the shapes of fruits and flowers, exquisitely colored and each mint perfectly formed. Because of the favorable comment aroused when the mints are exposed to sight, the company decided that a package should be adopted which would permit the prospective purchaser to see the candies, permitting the products to serve as their own best advertisement. Thus a container was adopted which has a lid of rigid transparent acetate through which full visibility for the product is achieved. The base of the container is of enameled metal, the lid telescoping over the base. Trade mark, company and product name and product price are hot die-stamped in gold on the transparent lid. The new round transparent package which displays the actual mints as beautifully as when they are served on the table has achieved a phenomenal success, it has been reported. Credit: Package, Weinman Bros. Transparent material, Lumarith Protectoid, Celluloid Corp.



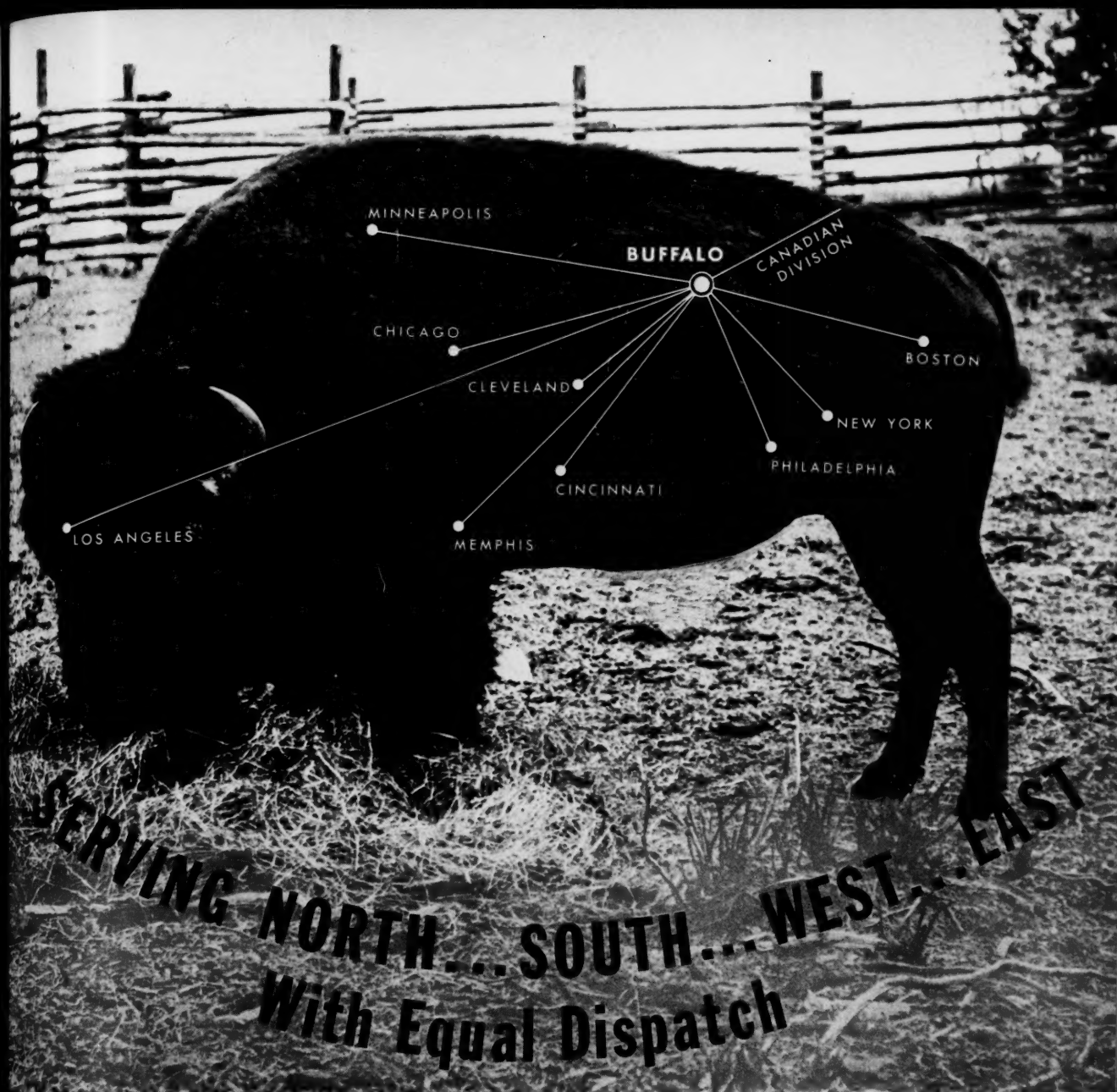
42

42. Capsulfacial is facial cream in a capsule, a new product launched during 1939 by Margaret Brainard, Inc. Each capsule contains the exact amount of cream for one application. The end of the capsule is snipped off and the cream squeezed into the hand and spread on the skin. Since this is a radically new product, the company decided that complete visibility was needed to display and sell the idea of using the capsules. Thus a round container was adopted, holding 36 capsules. The shape of the container permits an orderly arrangement of the capsules. The body of the package has been left clear of all printing so that full visibility may be maintained. The company name is imprinted in gold on the transparent lid. Transparent package, Hygienol Co., Inc. Transparent material, Vuepak, Monsanto Chemical Co. and Lumarith Protectoid, Celluloid Corp. Printer, L. A. Liebs Co. Shipping boxes, Hess & Denson.

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CANADIAN DIVISION
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TENTH ANNUAL PACKAGING SHOW

The annual Packaging Conference and Exhibition will be held in New York from March 26-29, 1940, at the Hotel Astor, 45th Street and Broadway. On this and the following pages, readers will find a listing of the various exhibitors and their booth numbers together with information, available at press time, as to the nature of the various exhibits. On this and the next page will be found a guide to the conference sessions on Unit Packaging, Packaging Machinery and Production and Packing and Shipping. While all listings are accurate, as of the date of publication, some last minute changes may be introduced. Modern Packaging, in its April issue, will publish a complete report on the various conference discussions.

A GUIDE TO THE CONFERENCE SESSIONS

SUBJECT	SPEAKER	WHEN	WHERE
UNIT PACKAGING		Tues., March 26	Belvedere Room
Chairman.....	C. B. Larrabee, Managing Editor, The Printers' Ink Publications		
This Little Package Went to Market.....	Howard Ketcham, Color and Design Engineer.....	10:00 A.M.	
The Package: a Vehicle for Consumer Messages.....	C. W. Browne, Manager of Marketing Service, The U. S. Printing & Lithograph Co.....	10:45 A.M.	
How Much Does the Label Weigh?.....	Jules Labarthe, Jr., Senior Industrial Fellow, Mellon Institute of Industrial Research.....	11:30 A.M.	
Packaging—a Job for Management.....	Alvin E. Dodd, President, American Management Assn.....	1:00 P.M.	(Belvedere Room) Luncheon
	Certificates of Award to winners in the Irwin D. Wolf Packaging Competition will be presented following Mr. Dodd's talk		
PACKAGING MACHINERY AND PRODUCTION		Tues., March 26	South Garden
Chairman.....	Carl H. Lambelet, President, New Jersey Machine Corp.		
Pitfalls in Package Production.....	Frank B. Fairbanks, Secretary-Treasurer, Horix Manufacturing Co.....	10:00 A.M.	
Liquid Filling.....	Carl E. Schaeffer, Asst. Sales Mgr., Stokes & Smith Co.		
Dry Filling.....	H. H. Leonard, Pres., Consolidated Packaging Machinery Corp.		
Closures.....	Karl T. Krantz, Mechanical Engineer, Colgate-Palm-Olive-Peet Co.		
Technical Advisers—Production.....	Ben Nash, Pres., Ben Nash, Inc.		
Design.....			
UNIT PACKAGING		Tues., March 26	Belvedere Room
Chairman.....	A. O. Maisel, Editor, Modern Packaging		
A Panorama of Packaging Progress.....	D. S. Hopping, Director of Sales, Packaging Division, Celluloid Corp.....	2:30 P.M.	
	A description and visual demonstration of some recent and significant developments in packaging materials and processes. Among those which will be presented are:		
	Laminated Waxed Heat Sealing Wrappers		
	Transparent Rigid Containers		
	Pliofilm Lined Coffee Bags		
	The Cry-O-Vac Process		
	Lightweight Glass		
	The Stero-Vac Process		
	Protek-Sorb		
	The Rapal Process		

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MAKE your package more appealing to the feminine buyer and you're sure to step-up sales. That's why so many leading products are packaged in attractively designed containers ... sealed with stylish Artmold Caps.

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Armstrong's **ARTMOLD CAPS**

PACKAGING MACHINERY AND PRODUCTION

Tues., March 26

South Garden

Chairman	H. Kirke Becker, Pres., Peters Machinery Co.	
Pitfalls in Package Production (Continued)		2:30 P.M.
Wrapping	G. A. Mohlman, Vice Pres., Package Machinery Co.	
Labeling	A. R. Keene, Adv. Mgr., Pneumatic Scale Co., Ltd.	
Cartoning	C. L. Barr, Vice Pres., F. B. Redington Co.	
Technical Advisers—		
Production	Howard A. Sumner, Asst. General Mgr., Norwich Pharmacal Co.	
Design	George Switzer	

UNIT PACKAGING

Wed., March 27

Belvedere Room

Chairman	William M. Bristol, Jr., Vice Pres., Bristol-Myers Co.	
Labeling Packages Under the Pure Food, Drug & Cosmetic Act	W. R. M. Wharton, Chief Eastern Food and Drug Inspection District, Dept. of Agriculture	9:30 A.M.
People, Packages & Profit	Faber Birren	10:30 A.M.
Without the Aid of Mirrors	F. E. Irsch, Jr., Sales Promotion Mgr., Berst-Forster-Dixfield Co.	11:30 A.M.

PACKING & SHIPPING

Wed., March 27

South Garden

Chairman	E. A. Throckmorton, Gen. Mgr., Sales Promotion, Container Corp. of America	
The Engineering Aspects of Adhesives	Dr. Frank C. Campins, Chemical Engineer, National Starch Products, Inc.	9:30 A.M.
Fundamental Principles of Protection in Shipping Container Design	W. B. Lincoln, Jr., Development Engineer, Inland Container Corp.	10:30 A.M.
The Consolidated Freight Classification—Rule 41	L. W. North, Member, Official Classification Committee	11:30 A.M.

UNIT PACKAGING

Wed., March 27

Belvedere Room

Chairman.....	Irwin D. Wolf, Vice Pres., Kaufmann Department Stores, Inc., and Vice Pres., AMA Consumer Marketing Division		
Packaging Clinic.....	2:00 P.M.		
The Clinic Panel will be composed of the membership of the Society of Designers for Industry:			
Egmont Arens	William O'Neil	Martin Ullman	Clarence Horning
Clarence Cole	Bond Morgan	Tom D'Addario	Georges Wilmet
Frank Gianninoto	Frederic H. Rahr	George W. Blow	F. F. Goldsborough

PACKING AND SHIPPING

Wed., March 27

South Garden

Chairman	J. D. Malcolmson, Development Engineer, Robert Gair Co., Inc.	
Questions & Answers Session		2:00 P.M.
Color and Ink	George Welp, Interchemical Corp.	
Adhesives	R. P. Bieler, Arabol Mfg. Co.	
Liner Board	R. L. Bursch, Southern Kraft Corp.	
Wire Bound Containers	E. A. Srill, 4-One Box Machine Makers	
Wood Containers	L. S. Richards, The Richards Shook Co.	
Corrugated & Solid Fibre Containers	J. D. Malcolmson, Robert Gair Co., Inc.	
Transportation	Edward Dahill, Assn. of American Railroads	
Cooperage	H. C. Smith, Brooklyn Cooperage Co.	
Car Loading	J. G. Bucuss, Acme Steel Co.	
Testing & Design	Don Quinn, Don L. Quinn Co.	

PACKING AND SHIPPING

Thurs., March 28

Belvedere Room

Chairman	V. B. Keefe, Packaging Engineer, Westinghouse Electric & Mfg. Co.	
The Technical Aspects & Characteristics of Liner Board	G. T. Henderson, Director, Package Laboratory, Hinde & Dauch Paper Co.	9:30 A.M.
The Receiving Clerk's Angle	Marion A. Evers, Mgr., Receiving & Marking, L. Bamberger & Co.	10:30 A.M.
Shipping Department Accessories	R. F. Tetteimer, H. G. Hanline Co.	11:30 A.M.

PACKING & SHIPPING

Thurs., March 28

Belvedere Room

Chairman	Albert W. Luhrs, Pres., Container Testing Laboratories	
Packing & Shipping Clinic		2:00 P.M.
The products of the Passaic Plant of the Mechanical Goods Division of the U. S. Rubber Co. presented by Stanley W. MacKenzie, Division Purchasing Agent. In addition, shipping containers carefully chosen for their unusual and instructive characteristics from the following companies will be discussed:		
	Pyrene Manufacturing Co.	
	Johnson & Johnson	
	Western Electric Co.	
	Merck & Co.	

Crystal Clear

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is crystal clear and transparent. It combines beauty and simplicity in packaging. It is "Quality's Best Attire."

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DALLAS, TEX., 809 Santa Fe Building
PHILA., PA., . . . 260 South Broad Street



Pacific Coast

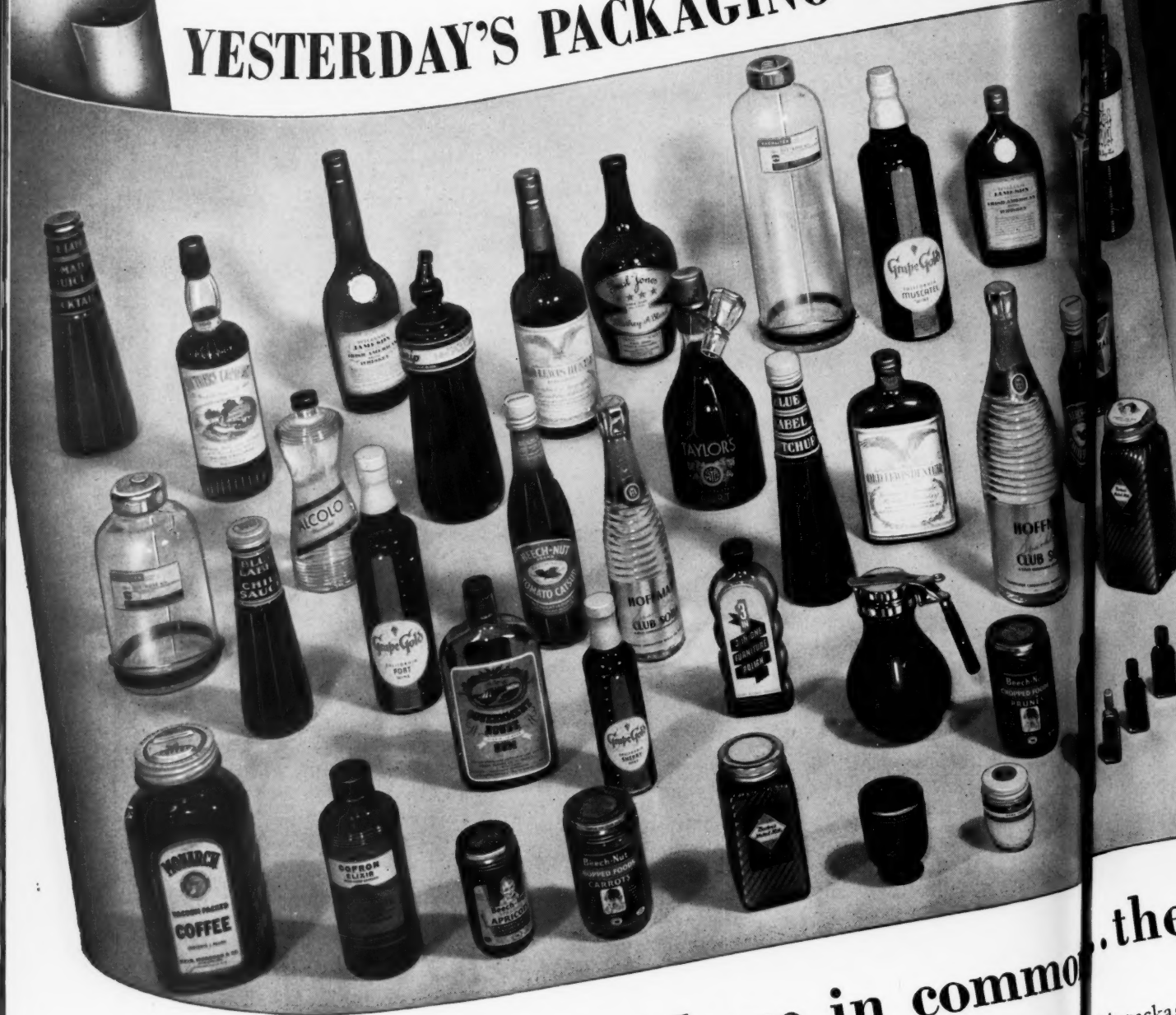
Blake, Moffitt & Towne
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YESTERDAY'S PACKAGING WINNERS..



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Salespackages . . . experts recognize them, the public reaches for them. That's what builds sales and makes money. Let them work for you.

When you've defined your problem, we'll submit a complete recommendation covering containers, closures, labels, and shipping cartons. The unequalled facilities of our Packaging Research Laboratory are yours to use in creating perfect

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light, glas
strong . .
now pack
Let an
crystal-c
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TODAY'S PACKAGING WINNERS



...they're all *Salespackages*

Salespackages for your products.

True to our tradition as "First in Glass," we pioneered today's strong, yet light, glass containers. They are sturdy enough for high speed processing. So strong . . . breakage is negligible. More practical for a variety of products not now packaged in glass.

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Complete Packaging Service

CONTAINERS • SAFEGE TUMBLERS • CLOSURES • SHIPPING CARTONS
First in Glass

A GUIDE TO THE EXHIBITS

ACME STAPLE CO.

BOOTH NO. 601

Exhibit of stapling machines for carding and display, for assembling corrugated and solid fibre cartons and for merchandise assembly.

ALUMINUM CO. OF AMERICA

BOOTH NO. 507

Presentation of a wide variety of packages which utilize aluminum foil as a base. Aluminum seals and closures.

AMSCO PACKAGING MACHINERY, INC.

BOOTH NO. 307

Exhibit of bag sealing machines. Varied package display. Motion pictures of complete Miller machine line. Bag making equipment.

ANCHOR HOCKING GLASS CORP.

BOOTH NO. 19

Exhibit of new vapor sealing machine, closures, and glass containers.

ARABOL MANUFACTURING CO.

BOOTH NO. 4

The use of adhesives, adapted for all types of wrapping, labeling and sealing by hand and machine.

ARMSTRONG CORK CO.

BOOTH NO. 607

Exhibit will feature a series of panels of the All-America Package Competition winners using Armstrong's glass containers and closures. Ample shelf space will also be provided for the display of other outstanding packages and All-America winners of the last two or three years which have used Armstrong's containers and closures. In Armstrong's exhibit space, but as separate display units, will be special exhibits of caps, both molded and metal and all varieties of cork closures of Armstrong manufacture. Also on display will be Cel-O-Seal bands.

BAKELITE CORP.

BOOTH NO. 202

Exhibit features closures produced from Bakelite phenolics, ureas and polystyrenes, in a broad range of self-contained colors, in transparent, translucent and opaque effects. Another section dramatizes the color styling possibilities in molded packages. A third section demonstrates sales winning counter and

window displays produced from molded and laminated plastics, in translucent and opaque colors. A fourth section features protective coatings for cartons and containers based on Vinylite and Bakelite resins.

CHARLES BECK MACHINE CO.

BOOTH NO. 608

36 in. width Beck automatic roll sheet cutter. This machine will be shown under power.

BENJAMIN C. BETNER CO.

BOOTH NO. 16

Exhibit of varied types of bags.

BETTER PACKAGES, INC.

BOOTH NO. 814

Three new manual and power-operated Counterboy dispensers for gummed tape as used in sealing shipping containers. Also an entirely automatic machine for closing and applying gummed tape to containers in a conveyor line.

BONNELL PUBLISHING CO.

BOOTH NO. 301

BOSTITCH, INC.

BOOTH NOS. 701-2

Staplers, tackers, stitchers will be on exhibit.

BRESKIN PUBLISHING CORP.

BOOTH NOS. 604-5

CELLULOID CORP.

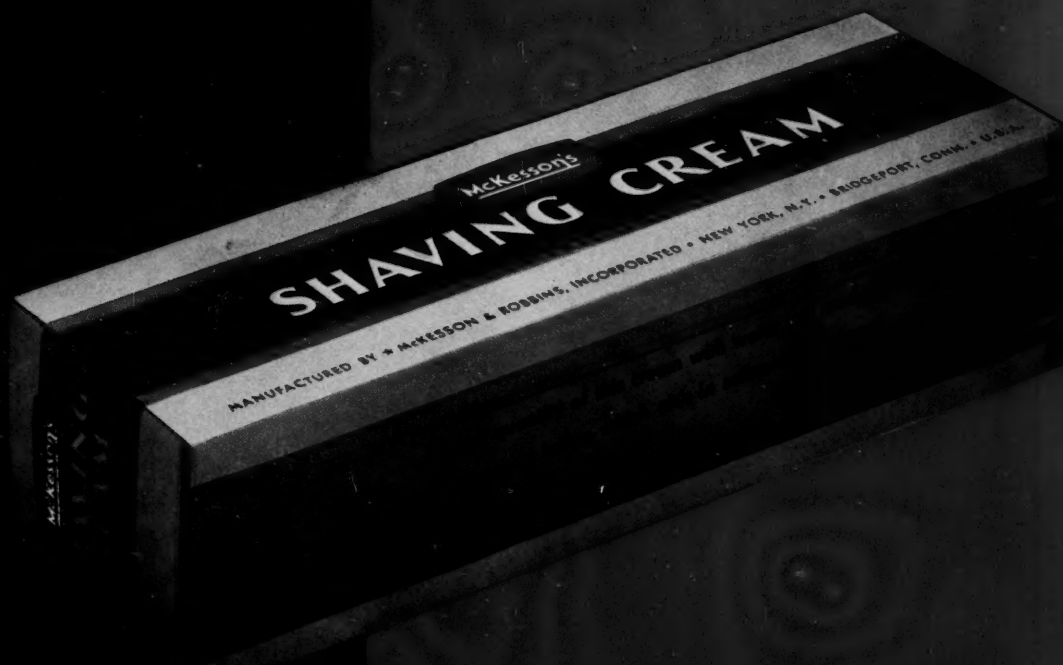
BOOTH NO. 401

Lumarith Protectoid prize winners from all major packaging competitions taking place in early 1940. Exhibits of packages from national advertisers employing this material as wraps, bags, window cartons or envelopes, transparent containers, covers or for lamination.

CLEVELAND CONTAINER CO.

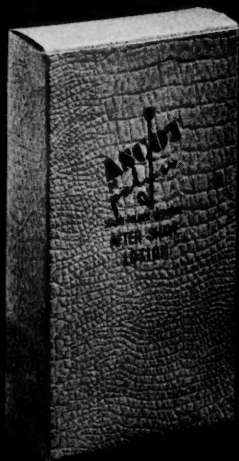
BOOTH NO. 602

Display of fibre containers.



Continental Cartons Win Again!

1938 Winner — the handsome "Ascol" line of men's toiletries, exclusively cartoned by Continental.



Continental Folding Paper Box Company supplied the cartons for shaving cream, an important part of the McKesson "Hat-Box" gift package . . . winning TOP AWARD in the set-up paper box group.

Our pride at Continental . . . in this prize-winning instance as always...is in the perfect fulfillment of the designer's idea...the millionth carton and the first carton equal to the same high standards.

Our facilities are attuned to both large and small orders. Our equipment is modern and is set up for high-speed, economical production of fine paper cartons and displays.

We ship overnight to all points in the East, and are equipped to handle rush orders with quality results. Consult us on your next job.

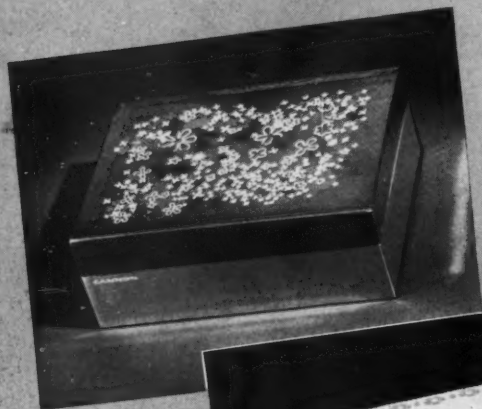
CONTINENTAL FOLDING PAPER BOX CO., INC.

Ridgefield

New Jersey

Telephones: New York, LOngacre 5-3235 - New Jersey, Morsemere 6-4400-1

Styled by CANNON



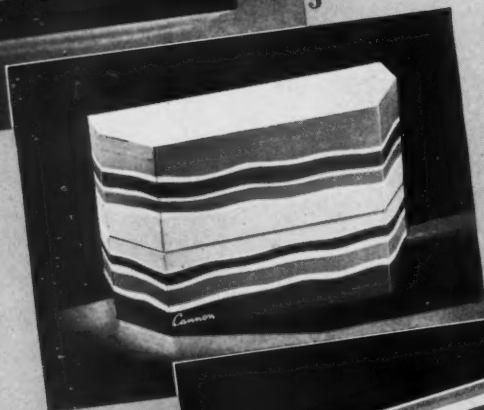
1



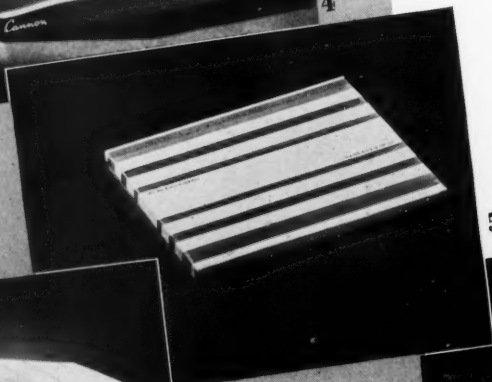
2



3



4



5



6



7

1. The Gold Treasure Chest

2. Charm

3. The Golden Treasure Box

4. Caprice

5. The Pantry Box

6. The Glamour Box

7. The Royal Plumes Box

8. The Colonial Box

9. The Floral Hosiery Gift Box

10. The Snowflower Box

produced by OLD DOMINION

Traveling over new merchandise trails, anticipating color trends, sensing the mood of public taste, recognizing the appeal of new materials, the package designer scouts the way to tomorrow's sales.

Too often termed impractical, his ideas, given the thought and inventive ability of skilled technicians and adequate production facilities, advance from a dream to an economic reality.

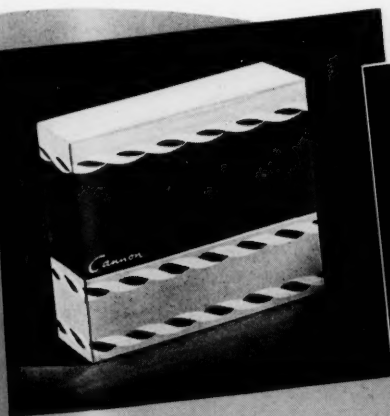
OLD DOMINION technicians can lend a sympathetic ear and hand for they, too, are designers. Here in these ten ALL AMERICA winners is the proof of our cooperative interest. Dreams came true. The advanced ideas of CANNON designers in packaging towels, pillow cases and sheets; the skill and production facilities of OLD DOMINION craftsmen have again brought top honors in THE ALL AMERICA PACKAGE COMPETITION.

The spark of genius, served by OLD DOMINION has fired a CANNONade in the packaging world.

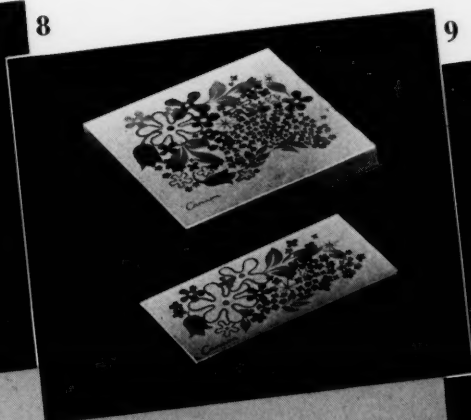
OLD DOMINION BOX COMPANY

Coordinated Packaging

CHARLOTTE, NORTH CAROLINA



8



9



10

**CONSOLIDATED PACKAGING MACHINERY
CORP.**

BOOTH NO. 403

Demonstration of capping and bag-making machinery.

CONTAINER CORP. OF AMERICA

BOOTH NO. 407

Paperboard and paperboard products. While there will be special emphasis given to the production of folding cartons, considerable space will be given also to shipping cases made of corrugated and solid fibreboard.

DENNISON MANUFACTURING CO.

BOOTH NO. 809

Exhibit of labels, set-up boxes and other packaging supplies.

DEXTER FOLDER CO.

BOOTH NO. 813

New Latham box sticher used for light and medium heavy box stitching. Bliss duplex head bottom sticher applying two stitches at once. New Boston portable bench sticher, with one cycle clutch and automatic trip, used for light stitching operations. Boston multiple head box sticher for applying two or three stitches at once on suit boxes or cartons. Bliss boxes used for shipping meats, shoes, bottled beverages, package cereals, matches and many other products.

DIAGRAPH BRADLEY STENCIL MACHINE CORP.

BOOTH NO. 17

Stencil machines, label pasting machines, fountain stencil brushes, fountain stencil markers, regular stencil brushes, scrapers, crayons, etc.

DOBECKMUN CO.

BOOTH NO. 510

An exhibition of cartons, labels, box wraps, box coverings and other packaging materials, fabricated by this company.

DOW CHEMICAL CO.

BOOTH NO. 807

Exhibit of Ethyl cellulose transparent sheeting.

E. I. DU PONT DE NEMOURS & CO., INC.

BOOTH NOS. 5-6-7-8

Exhibit compares merchandising methods of a past decade with the present-day era of modern packaging. An assemblage of a wide variety of samples, illustrating the latest packaging technique, will be displayed.

EASTMAN KODAK CO.

BOOTH NO. 406

Containers made of Eastman acetate sheeting, including All-America Package Competition winners. Also a display of molded Tenite items as used in packaging.

ECONOMIC MACHINERY CO.

BOOTH NO. 203

Model HS Double World automatic straightaway labeler. Model CH semi-automatic labeler for labels from postage stamps size up to 4 in. wide x 5 in. high, applying the labels to bottles of varying sizes up to 4 in. diameter.

EINSON-FREEMAN CO., INC.

BOOTH NOS. 9-10

Prize-winning displays of the year and an exhibit of new basic ideas in store display. Also the latest examples of the combination of direct color photography reproduced by the "split spectrum" process of deep etch lithography.

FEDERAL TOOL CORP.

BOOTH NO. 11

A display of various types of dispensing devices.

FOOD INDUSTRIES

BOOTH NO. 303

**GLAZED & FANCY PAPER MANUFACTURERS
ASSN.**

BOOTH NO. 15

THE FRED GOAT CO., INC.

BOOTH NO. 802

Goat satchel-bag packaging machine for one-batch materials. Automatic weighers, both net and gross. Demonstration of high speed under weight ejector.

YOU PICK THE COLOR... WE'LL REPRODUCE IT!



Maybe there is a bit of magic in the way Heekin Colors are reproduced. Maybe we are able to put a bit more life . . . more eye-appeal in the white, red, green or any other color you may desire. Heekin lithography on metal is an art . . . something more than turning out millions of tin cans . . . yet this art costs you no more. It's yours when Heekin makes your metal packages.

THE HEEKIN CAN CO.
Cincinnati, Ohio



heekin cans
Lithographed
WITH HARMONIZED COLORS

There are IPI inks that are scuffproof; inks to resist perspiration; inks to print on glossy surfaces; inks for cellophane or unusual papers. Whatever the job, whatever the requirement, IPI research has developed

Leading Package Printers.. All-A

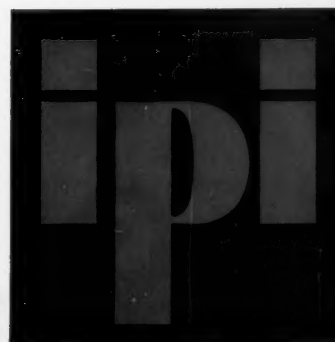


Are Printed With **IPI** Inks

inks to meet your specifications. Here are some of the products of that research.

Among more recent IPI developments are *Vaporin*, the instant-drying ink for high-speed production; *Holdfast*, an ink with exceptional scratch-resistant properties; *Litbox*, a new ink for lithographing on paper or metal. *Litbox* prints sharper, dries faster, and adheres more firmly to the container surface.

IPI Glo-Ray inks provide excellent gloss and added "eye appeal" to labels and containers. There are new IPI pigmented inks for use on aniline presses. These inks will not bleed in water, and they are fast to light. They are available for transparent and opaque printing. Ink is usually a small cost in packaging. Why not be *sure* of the inks you use? International Printing Ink Division of Interchemical Corporation, 75 Varick St., New York City.



All-America Winners Use

HON. MENTION . . . Shipping Containers—Toe-Last Box used by E. I. duPont
 HON. MENTION . . . Folding Cartons—Hudson Bay Blanket Box
 HON. MENTION . . . Shipping Containers—Ritter Shipping Container
 HON. MENTION . . . Folding Cartons—Kellogg's Krumbles
 HON. MENTION . . . Set-Up Boxes—B. F. Goodrich All-Purpose Tubing Box
 TOP AWARD . . . Folding Cartons—Wilson Golf Ball Carton
 HON. MENTION . . . Folding Cartons—Arrow Nuvopak



GOODYEAR TIRE & RUBBER CO., INC.

BOOTH NOS. 505-512

Pliofilm sheeting material and Pliofilm applications.

HAIDA ENGINEERING CO.

BOOTH NO. 308

New model aniline web printing machine, for printing on cellophane, moisture-proof cellophane, acetate and foil. Also aniline printing machine for printing on tissue paper, such as toilet wrappers, carbon papers and similar items.

HARVEY MACHINE CO.

BOOTH NO. 804

HAYSEN MANUFACTURING CO.

BOOTH NO. 304

Exhibit of automatic adjustable wrapping machine.

HAZEL-ATLAS GLASS CO.

BOOTH NO. 1

An exhibit of glass packages and premium merchandise.

HEAT SEAL-IT CO.

BOOTH NO. 801

Three different types of Sealtight bag package closing machines. One machine will fold and tightly seal the tops of bag packages and at the same time emboss in the seal a five figure date code symbol. One machine will seal a new type of self-sealing paper bag and automatically cut off the serrated top of the bag in the same operation. The third machine will be a newly developed double head sealing machine, which will fold, seal and code two bags in one operation. These machines will constantly be demonstrated, in operation. Also displayed will be a complete display of a large number of sealed bags, each one from a different customer user of Sealtight machines.

THE HINDE & DAUCH PAPER CO.

BOOTH NO. 504

Developments in the manufacture of corrugated boxes, including dual use shipping-display boxes, gift boxes, floor display stands, etc. Also examples of modernized printing on corrugated boxes.

HORIX MANUFACTURING CO.

BOOTH NO. 309

Exhibit of its latest type of fully automatic rotary liquid fillers. Also a 14-valve automatic rotary filler in actual operation, an enlarged reproduction of the

new 32-valve filler, capable of filling 150 qts. a minute, will be shown. A small portable vacuum filling unit will likewise be presented.

INLAND CONTAINER CORP.

BOOTH NO. 404

Inland Container Corp. will display some of the outstanding containers, including several which have won recent awards. Emphasis will be placed on the necessity of consistent application of sound engineering principles to the design of effective packages. An instructive display will be arranged to illustrate these points.

INTERNATIONAL PRINTING INK DIV. OF INTER-CHEMICAL CORP.

BOOTH NO. 402

A group of All-America Package Competition and Wolf Award packages that were produced with IPI inks will be featured. New inks of interest to package producers will be presented, including Vaporin, Holdfast, Glo-Ray, Lithox and IPI's new line of pigmented inks for use on aniline presses.

INTERNATIONAL STAPLE & MACHINE CO.

BOOTH NO. 811

A line of stapling units will be on exhibit.

KALAMAZOO VEGETABLE PARCHMENT CO.

BOOTH NO. 104

Food protection papers and a group of paper specialties.

L. LINK & CO., INC.

BOOTH NO. 808

The Link Junior gummed tape dispenser with label moistener and the Link Senior gummed tape dispenser with label moistener.

MARSH STENCIL MACHINE CO.

BOOTH NO. 608

Marsh stencil machines, latest 1940 models. R. S. & H. stencil machines. This will be the first showing of the new Model S & H machines cutting $1\frac{1}{2}$ in. and $\frac{3}{4}$ in. characters. Marsh and Marco fountain brushes. Complete line of Marsh stencil inks and stencil board. Marsh steel filing cabinets.

MERCHANTS BOX CO.

BOOTH NO. 810

Novelty wood boxes for packaging purposes of all descriptions.

(Continued on page 258)

HIGH POINT PRODUCES 7 WINNING BOXES FOR CANNON TOWELS



● Seven of the TOP AWARD winning set-up boxes in the Cannon Towel entry of the 1939 All-America Package Competition were produced by the High Point Paper Box Company.

● Look at the pictures. They give you only the barest idea of the color, the beauty, the symmetry of the finished articles. They don't show the sound construction—or indicate how consumers flock to buy the towels, sheets and pillowcases contained in them.

● Nevertheless, they give you an idea of what High Point can do. Bring us your toughest box merchandising problem. We'll solve it in the same prize-winning manner.

- 1. The Pink-Lady Box
- 2. The Rega Plumes Pillow-Case Box
- 3. The Candy Stripe Box
- 4. The Candy Striped Pillow-Case Box
- 5. The Regal Plumes Box
- 6. The Hat-Box
- 7. The Floral Chest

HIGH POINT PAPER BOX COMPANY
 Manufacturers of Set-Up, Transparent and Folding Cartons
HIGH POINT NORTH CAROLINA
 BRANCH PLANT AT THOMASVILLE, NORTH CAROLINA

Standardized Materials Index

Previously published index cards
available in limited number

Modern Packaging presents, on the pages which follow, the third installment of the Standardized Materials Index. The response of readers to this new department has been most encouraging and as succeeding installments broaden the scope of the Index, the usefulness and value of these files should substantially increase.

Until now, it has been difficult for the packager to ascertain, without tedious research and inquiry, the availability of any desired type of package part in standardized form. If he wanted a closure of given design and did not wish to have one made to his special order, he found it necessary to inquire throughout the trade and to examine numerous samples in the process of discovering whether a stock closure of desired type—size, shape, material, coloring, etc.—actually existed.

Each month, the research staff of Modern Packaging is called upon to answer literally hundreds of inquiries for stock mold glass containers, for standardized closures, for stock cartons, for standardized machinery, for labels, seals, cans, boxes, wrappings, patterned papers, etc. While this research staff has a great deal of collated information on each of these subjects, even its files have lacked completeness.

To remedy this situation, we now each month publish a Standardized Materials Index. On the pages which follow will be found the second installment of this department, consisting of 24 perforated cards which may be withdrawn from this issue of Modern Packaging and filed for reference. Each month, additional cards will appear and it is hoped thereby to gradually expand this Index so as to make it possible for every packager, keeping a file, to ascertain quickly and accurately the types of standardized materials and equipment available in any given category.

For convenience in filing, we have adopted an index system whereby each card is numbered decimally. If filed in sequence, each reference will appear adjacent to closely related references and thus comparisons between available materials may be easily made.

For further convenience of the reader, code letters are incorporated in each notation so that an entire group of reference cards may be withdrawn for examination by the simple act of withdrawing all cards under a given letter reference. Thus the letter *B* will denote boxes of all types and decimal numbers will indicate groupings of various categories within the box field—paper, wood, metal, plastic, etc.

It is impossible to append to each index card the name of the individual supplier making the particular product shown. This is particularly difficult in certain fields where standardization is industry-wide and where a dozen or more suppliers may make a given article. As a service to its readers, Modern Packaging will be glad to provide the names and addresses of suppliers to readers requesting this information. For the convenience of such readers, several cards are incorporated in this second installment of the Index which may be used in requesting information. Additional cards of this sort will appear from time to time. They should be filed with the balance of the Index and will thus be available whenever needed.

Requests will be answered expeditiously by mail except when extreme urgency is indicated, in which event telegraph service will be utilized. Phone requests to Modern Packaging's research department will likewise be honored, although readers are urged to make requests by mail whenever possible.

From time to time, as standardized materials which have been listed in the Index become unavailable, deletion cards will be published. These will instruct the individual keeping a file to withdraw cards of given numbers or to mark them as no longer available.

In addition to information on individual standardized articles, occasional cards will be devoted to information on industry-wide standardizations, such as those applying to glass containers of certain categories, to closure finishes, to tin containers, etc. Such information may require the use of several cards to cover a single subject. In these cases, each card, in a given series, will be separately numbered, but alongside the number there will be an additional indication reading, "To be filed adjacent to number—."

Previously published cards available

A limited number of sets of 48 cards which have previously been published are available to readers of Modern Packaging. Requests will be honored on a first-come, first-served basis.

Please utilize the request card which appears on the first Index Insert which follows.

For Outstanding Merit

AND SERVICE TO AN ENTIRE INDUSTRY

TOP AWARD "All-America" Package Competition

Shipping Container (and Consumer Package)

California Container Corporation, by developing these two containers, rendered such an outstanding service to the industries packing fresh fruits, that they received Top Award in the Shipping Container Group of the Ninth All-America Package Competition.



FRUIT CRADLE...

A super structural combination of wood and corrugated fibreboard.

This shipping container provides the protection of a wood frame with all the cushioning and display features of printed corrugated fibreboard . . . both inside and out. This results in protective and stacking strength. Delivers "more pounds of good fruit unblemished."



WRAPAK . . . Streamlined Consumer Type Container for all varieties and sizes of fruit.

A most unusual and economical consumer package for fruits, vegetables and other products.

"Wrapak" lends itself to carrying messages to housewives. Recipes and instructions may be imprinted most economically.

Put these two together and you have the solution to a fruit packer's packing, shipping, and merchandising problems.

DEVELOPED AND SOLD EXCLUSIVELY BY

CALIFORNIA CONTAINER CORPORATION

EMERYVILLE, CALIFORNIA

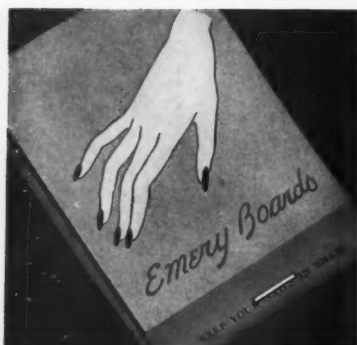
SEATTLE, WASH.

LOS ANGELES, CAL.

PORTLAND, ORE.

Does Your Present Fastening Method Give You -

All Three?



Single Staple Binds Eight
Emery Boards
into a Match-Book Type of Cover



Lockstitch Positive Seal
Keeps Competitors from
Refilling Trade-Marked Bags



Two-Thirds of the Fastening Cost
Was Saved by Stapling
Instead of Sewing

SALES APPEAL	✓
PROTECTION	✓
ECONOMY	✓

SALES APPEAL	✓
PROTECTION	✓
ECONOMY	✓

SALES APPEAL	✓
PROTECTION	✓
ECONOMY	✓

Bostitch-stapling improves product appearance—it's neat, secure, unobtrusive. *Bostitch-stapling* provides protection from pilferage, rough handling or loosening from dampness. *Bostitch-stapling* saves money—by speeding up the fastening operation.

The manufacturers whose products are shown above are among thousands who have turned from tape, glue, thread tacks, etc.—in order to get *all three* advantages from Bostitch. Why don't you investigate this better way of carding, bagging and fastening?

First step toward getting *all three* is to send for our free folder, "Bostitch Fastens It Better with Wire." Second step is to have our engineers look over samples of your product (without obligation to you) and recommend how your job can best be done—to make an attractive secure, low-cost fastening. Write us today.

782 easy-to-operate models allow you to select the right machine . . . and to progress economically from the simplest to the largest because of liberal trade-in, budget and rental policies. 18 Research Engineers and over 300 representatives specializing exclusively on fastening problems will help you adapt these Bostitch machines and methods to your needs. Just send samples.

Again Among the Prize-Winners:
Containers that are fastened
the Bostitch way are featured
among the major prize-winners
in the 1939 All-America
Package Competition.

BOSTITCH

Gives you all three

SALES APPEAL

PROTECTION

ECONOMY

BOSTITCH—56 Division Street, East Greenwich, Rhode Island **BOSTITCH—Canada, Montreal**

STANDARDIZED MATERIALS INDEX

See page 246 for full details regarding this new department in Modern Packaging

Previously published cards available

A limited number of sets of 48 cards which have previously been published are available to readers of Modern Packaging. Requests will be honored on a first-come, first-served basis.

Please utilize the request card at right.

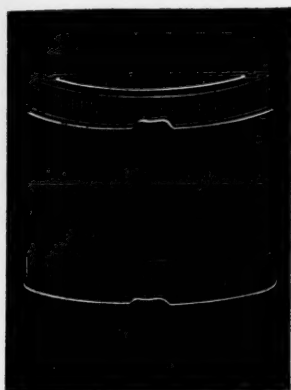
MODERN PACKAGING

Chamlin Building, 122 E. 42nd St., New York, N. Y.

Please send me previously published Standardized Materials Index cards.

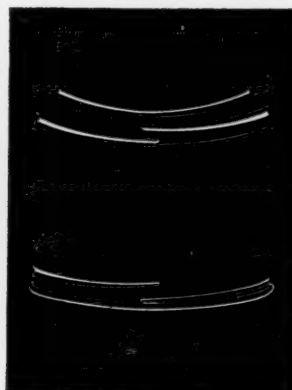
Name

Address



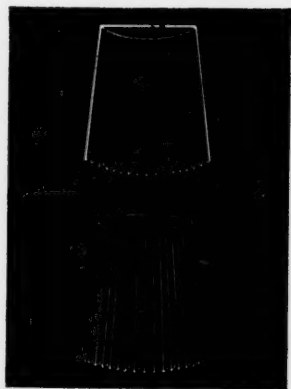
C. 130

Single shell, lug type with knurled side walls. May be applied by hand or machine and started at any point on container finish. No matching or adjusting to threads necessary. A quarter-turn applies or removes cap. Lugs of cap engage underside of glass threads and draw cap down. Range, 17 mm. to 120 mm. inclusive.



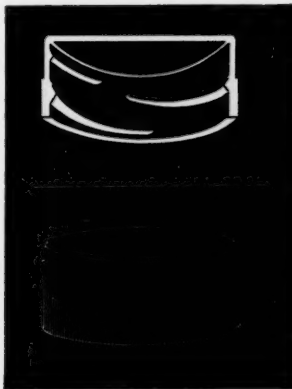
C. 131

Improved continuous thread cap. Thread starts abruptly, causing cap to position itself correctly when applied to container. Suitable for products requiring airtight, leak-proof seal, but which are not subject to bacterial decomposition. Single shell, knurl edge. Available in all standard sizes from 15 mm. to 120 mm. inclusive.



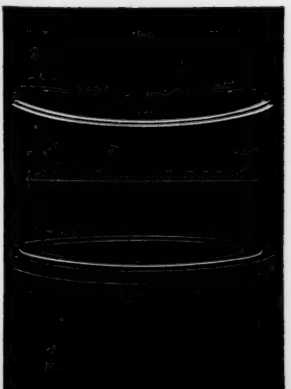
C. 132

Pleated foil capsules available in natural aluminum, gold or many brilliant or dull antique colors. May be embossed on top or side with design or trade mark in one or more colors. A tamper-proof secondary seal, destroyed upon removal. Coated on underside with adhesive. Machines are available for application in capacities from 15 to 120 per minute.



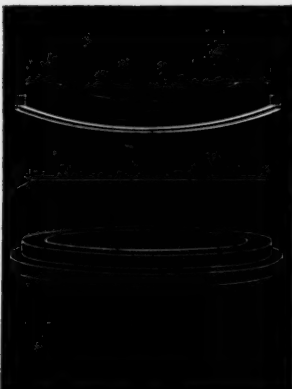
C. 133

Molded cap with ribbed side wall design. Patented liner retaining ledge and recess holds liners in place, allowing it to rotate freely as the cap is applied, preventing liner from buckling, wrinkling or creeping. Available in complete range of sizes from 8 mm. to 100 mm. inclusive.



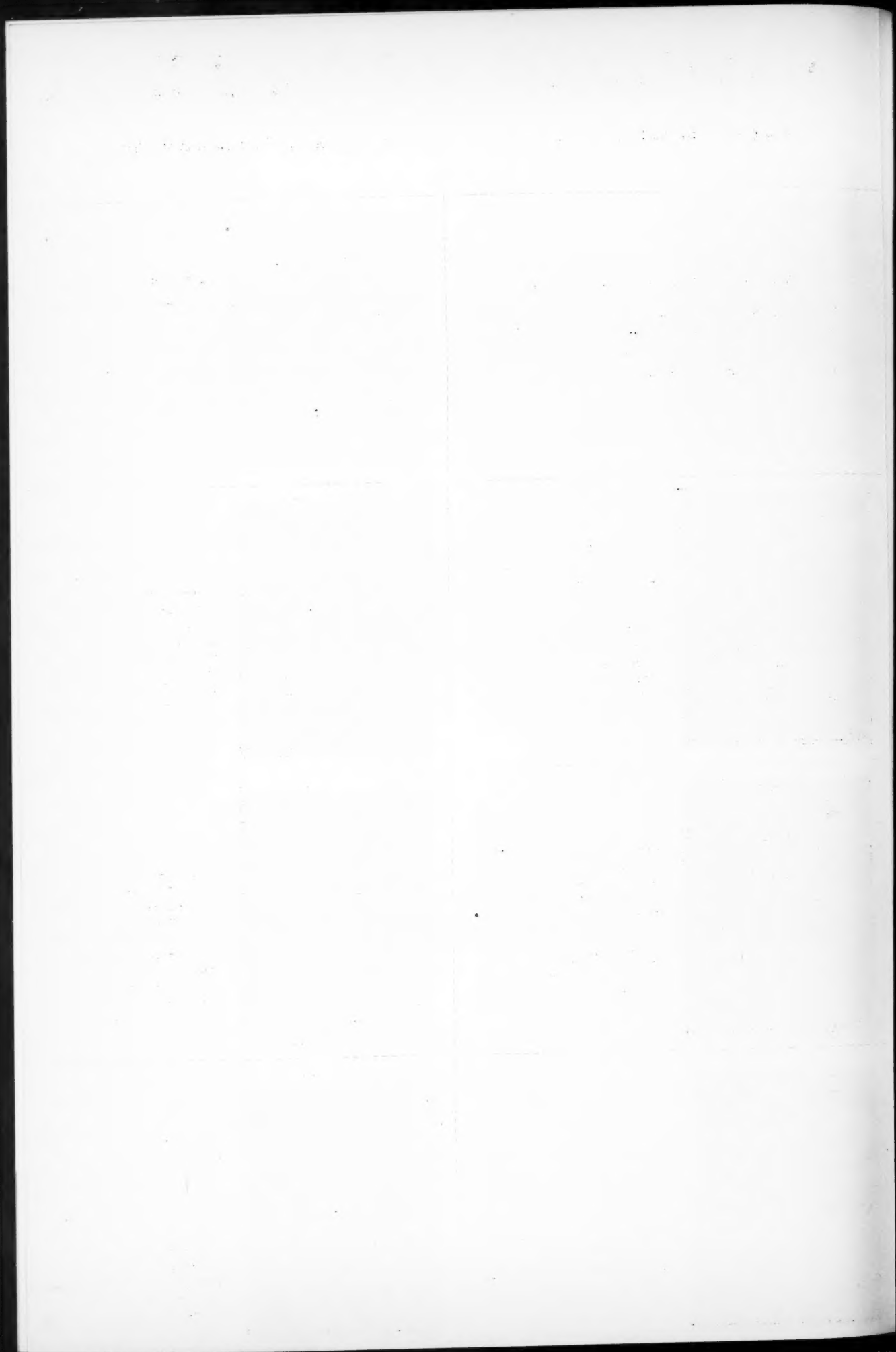
C. 134

Designed for use on thin blown tumblers. Similar to C. 135, but of lesser depth, lighter weight and with special resilient gasket. Suited for vacuum or air-tight sealing, hot or cold packing and sterilization after sealing. Available in complete range of sizes from 54 mm. to 77 mm. inclusive.



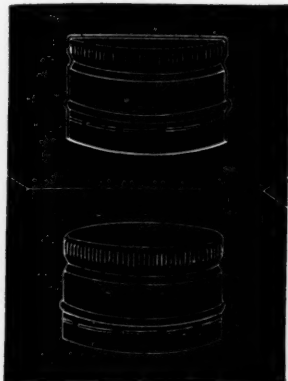
C. 135

A mechanically formed, tamper-proof seal suitable for vacuum packing, sterilizing, processing, hot or cold packing. Seal is formed on side of container finish by means of seamless, tasteless, odorless rubber gasket. Applied by automatic, semi-automatic or hand operated machines. Designed for use on tumblers, jars and bottles ranging from 27 mm. to 147 mm. inclusive.



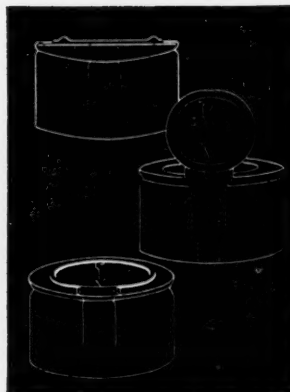
STANDARDIZED MATERIALS INDEX

See page 246 for full details regarding this new department in Modern Packaging



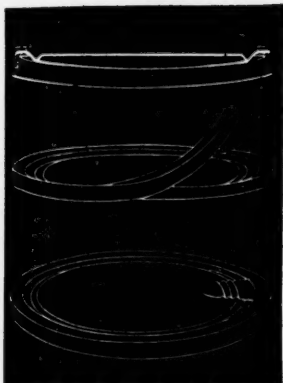
C. 136

Pilfer-proof, Roll-On seal. A long, flanged aluminum cap with lower portion pre-cut in such manner that part of the cap is held to the seal proper by small "bridges." Threads on cap skirt are rolled on by machine at time of application. Skirt tightened simultaneously. When cap is removed, bridges break and lower part remains on container as proof of tampering. Requires glass finish G.C.A. No. 1620. Wide range of sizes. Plain or decorated. Solid colors, embossing or printing.



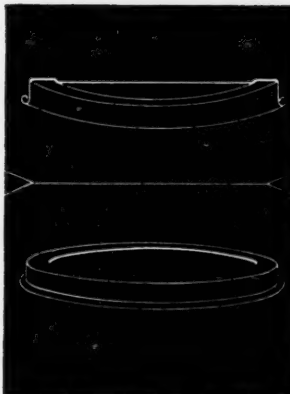
C. 138

Similar to C. 137, but for use as secondary seal over Roll-On metal caps or flanged corks. No sealing medium utilized. Requires G.C.A. finish No. 1640 or No. 1810 or No. 1820.



C. 137

Tumbler cap consisting of metal disc lined with suitable sealing medium and held on container by band of thin gauge aluminum rolled or crimped into a locking groove on bottle. Automatic or hand application available. A vacuum-tight closure opened by pulling back tab, breaking aluminum band and releasing seal.



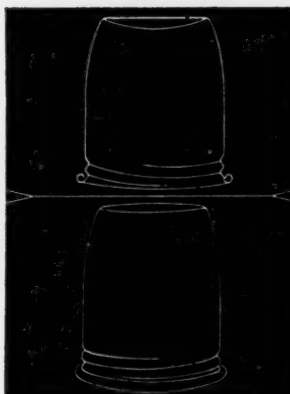
C. 139

Single shell, turned edge closure for vacuum or non-vacuum packing in thin-blown tumblers or pressed wear. Available with pulp and pancaseal or rubber liners. Easily opened. Excellent reclosure. Available plain or in colored finishes. Knurled or plain skirts. Sizes 60 mm., 63 mm. and 80 mm. Available as of March 1940.



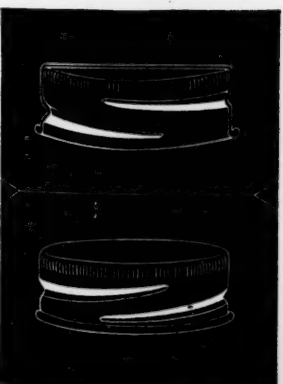
C. 140

Alter-proof secondary seal. A Roll-On type closure with separate band attached to base of cap. Band breaks when cap is unscrewed indicating tampering. Band and cap applied as unit by single head machine. Roll-On portion remains as leak-proof reclosure cap. Requires G.C.A. finish No. 1630.



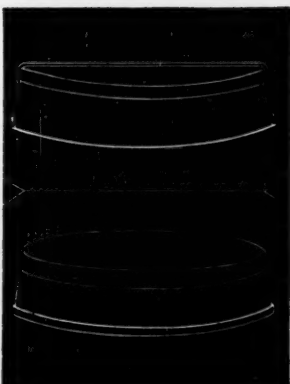
C. 141

Measuring cups of aluminum threaded at base for use as secondary closures on liquor and cordial bottles. Available in numerous lacquered colors with or without embossed top design.



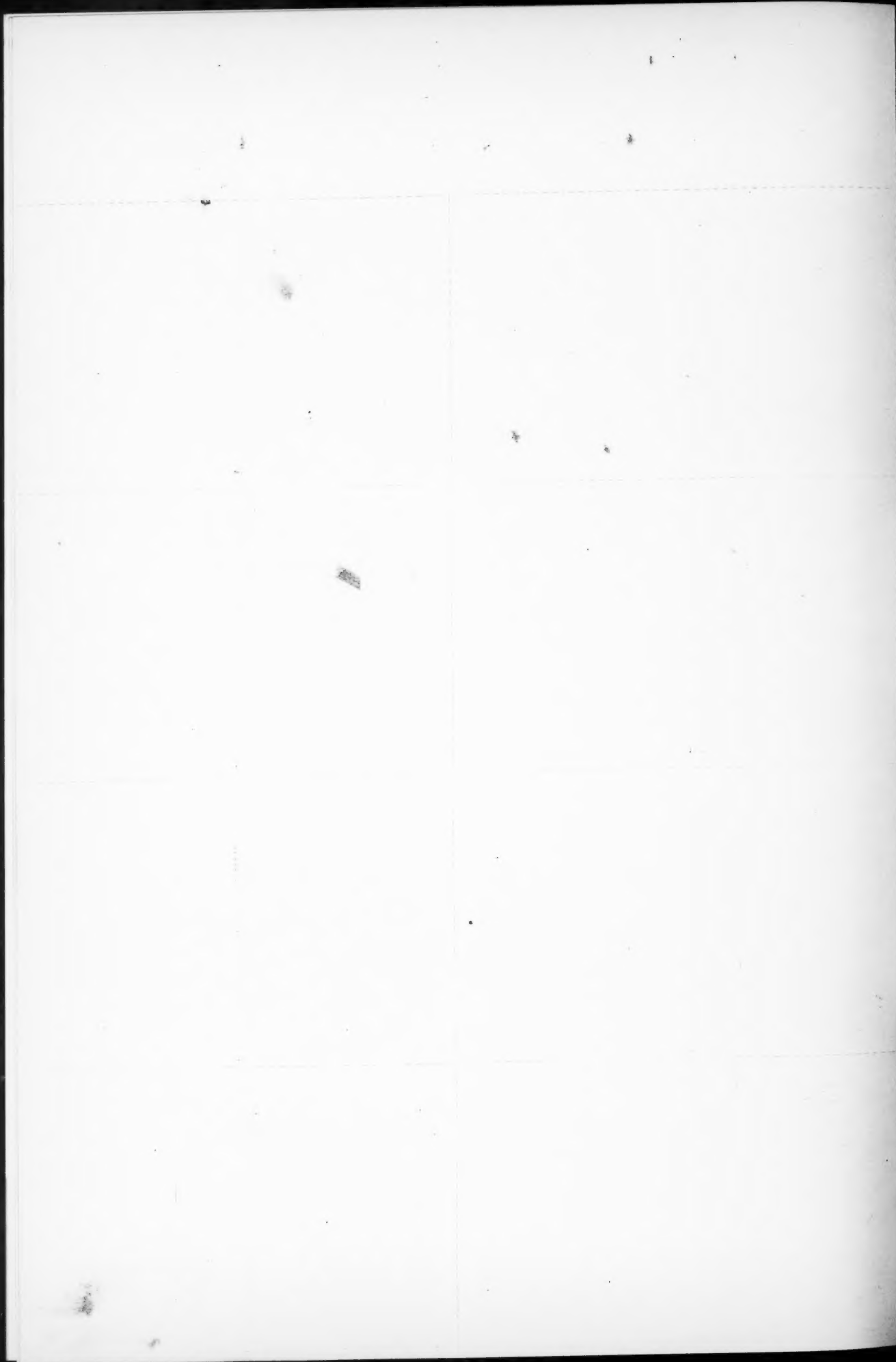
C. 142

Aluminum, continuous thread, screw cap. Available lithographed, enameled or embossed to order. Caps from 13 mm. to 33 mm. inclusive are knurled and have flat tops. Above 33 mm. the caps are made with the knurl, but with tops slightly crowned. Standard dip finishes available from stock with or without liners from 13 mm. to 33 mm. inclusive. Recommended only where vacuum seal is not needed.



C. 143

Roll-On seal. Appears as illustrated before application. Made of aluminum. Plain or decorated. Machine reforms side walls to conform to threads on bottle. Machine is available with speeds from 20 to 175 per minute. Sizes from 18 mm. to 89 mm. available.



Lucy



ABLE-W



PLIOFILM

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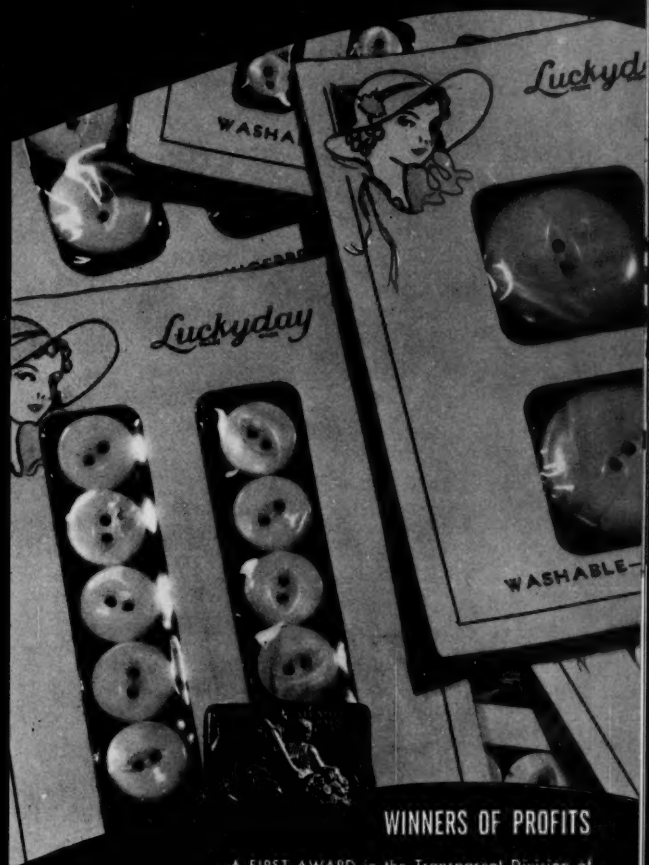
WIN

MILPRINT

● Here's a modern MILPRINT point-of-sale display package-creation that has "what it takes" to WIN MARKETS and PROFITS in everyday business competition . . . as well as winning a FIRST AWARD in the Transparent Division of the recent ALL-AMERICA PACKAGE COMPETITION . . . a "triple threat" champion that

1. Gains tremendous savings in the packaging process.
2. Gives the product greater protection and sales appeal.
3. Serves and satisfies the consumer better than any previous package.

Coming from a prolific family of WINNERS, this newest member of the MILPRINT family is destined to become as outstanding in its field as other famous MILPRINT creations, such as "Revelation" and other distinctive types of wraps, bands, rolls, bags, cartons, etc., in Cellophane, Pliofilm, Glassine, Foil, and all types of specialized packaging materials.



WINNERS OF PROFITS

A FIRST AWARD in the Transparent Division of the ALL-AMERICA PACKAGE COMPETITION went to Muscatine Pearl Works, for its entry of twelve button display cards, created by MILPRINT with Pliofilm, eliminating costly sewing of buttons on cards, making almost unbelievable savings in packaging time, and giving the buttons greater protection and sales appeal, in a package serving consumer and retailer better!

Consult

MILPRINT ^{★ ★ ★} Inc.

Plants at MILWAUKEE · PHILADELPHIA · LOS ANGELES

Offices and Packaging Engineers in Principal Cities

★ ★ ★ 3-STAR PACKAGING SERVICE

★ PACKAGE ENGINEERING ★★ PACKAGE DESIGNING ★★ ★ MERCHANDISING PROMOTION IN POINT-OF-SALE PRINTING AND LITHOGRAPHY



PLIOFILM TRIUMPH!

MILPRINT's Specialized PLIOFILM Technical Division offers valuable facilities for solving all types of packaging problems in the field of food products, processed meats, fresh food products and many other types of merchandise. Discussion of your problems will not obligate you, and may point the way to better profits.

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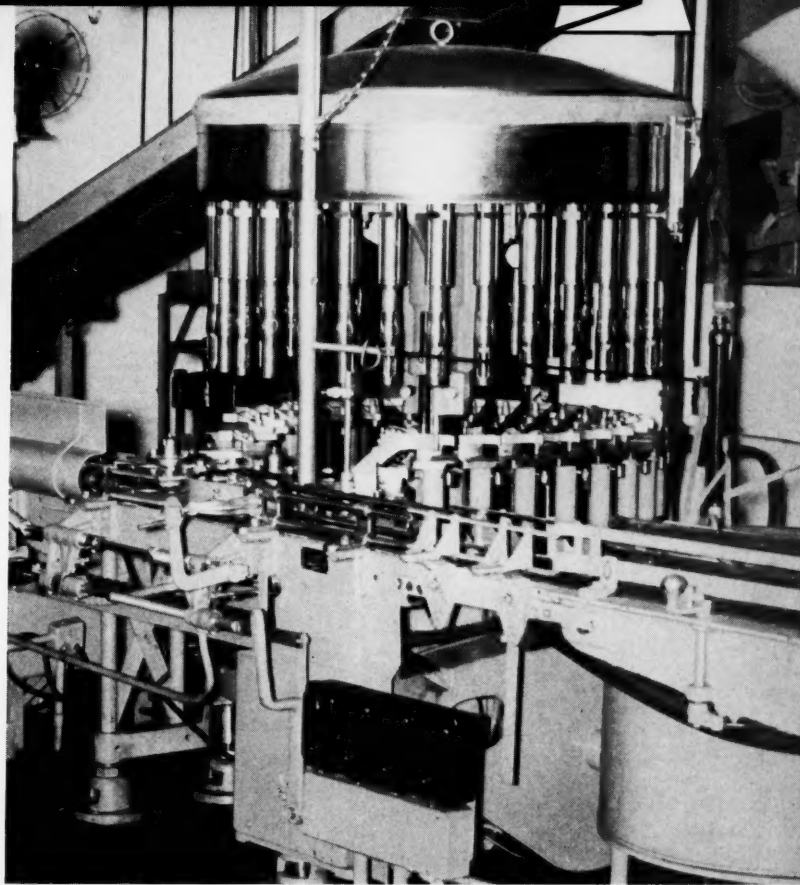
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Highest Award *in the machinery group*

IN THE 1939 ALL-AMERICA
PACKAGE COMPETITION

to the,
Highest Speed
Liquid Filler
EVER BUILT



HORIX model HAV 32-VALVE FILLER

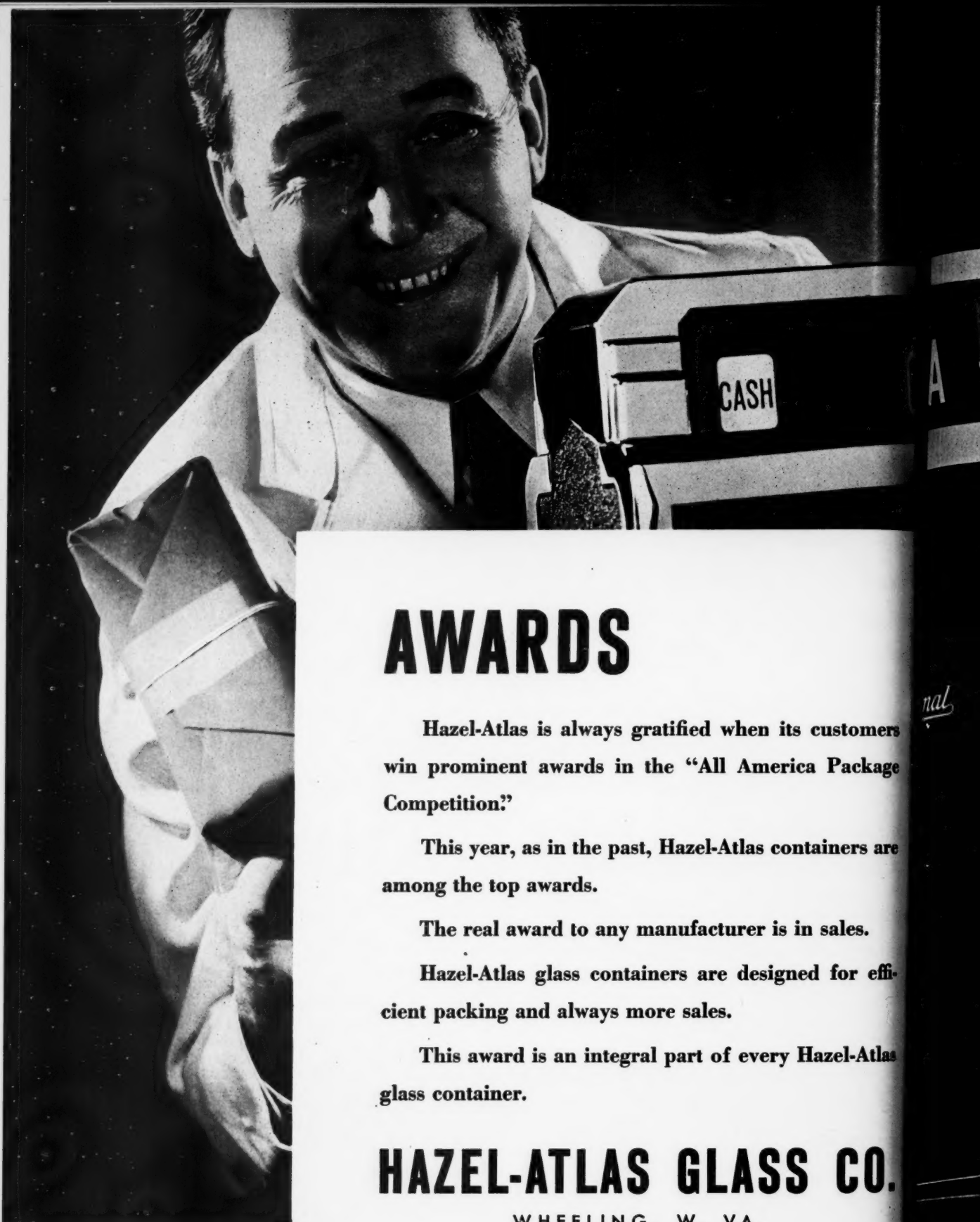
National Distillers' Gilbey Gin plant at Cincinnati, Ohio is installed the Horix Fully Automatic Filler pictured above, which was honored with the top award in the machinery group of the 1939 All-America Package Competition. This machine has demonstrated a capacity of more than 150 quarts a minute.

In addition to the safety features used on all Horix Automatic Rotary Fillers, this machine is equipped with a specially developed feed and discharge mechanism, capable of handling bottles at a speed of 400 more a minute. The Model HAV has been so designed that it can be furnished with any desired number of valves and lifter units, from 16 to 48, depending upon the size and capacity of the containers.

The Model HAV Filler utilizes a novel gravity-vacuum filling system which combines the advantages of vacuum operation with the simplicity and ease of cleaning of a gravity machine. It is designed to permit use of polished or machined stainless steel surfaces for all parts coming in contact with the liquid.

This high speed Horix Filler can be built to handle any size container, including irregularly shaped bottles and rectangular cans. Other Horix Filling machines are made to fill bottles and cans with still liquids at lower rates of speed with equal efficiency. If you will write stating product to be filled, style of container, and desired production, we will send you complete information.

HORIX MANUFACTURING CO.
PITTSBURGH, P.A.
CONVEYORS and FILLERS



AWARDS

Hazel-Atlas is always gratified when its customers win prominent awards in the "All America Package Competition?"

This year, as in the past, Hazel-Atlas containers are among the top awards.

The real award to any manufacturer is in sales.

Hazel-Atlas glass containers are designed for efficient packing and always more sales.

This award is an integral part of every Hazel-Atlas glass container.

HAZEL-ATLAS GLASS CO.

WHEELING, W. VA.



WIDE PRODUCTS CO.
OLD STYLE TABLE
SERVER MUSTARD

JAR BY



BAKER DENTAL
LINE

JARS BY



MCCORMICK FOOD
LINE MAYONNAISE

BOTTLES BY



POND'S FLOOR
DISPLAY
OPAL JARS
AND
DANYA BOTTLES
BY





At the time of passage of the Federal Food, Drug and Cosmetic Act, the attention of packagers was focused largely upon the provisions in respect to labeling. Thus, portions of the law covering deceptive packages are now receiving increasing attention from both the Administration and packagers and package suppliers.

Each month sees new reports of seizures under the deceptive packaging provisions. In November of 1939, the Administration seized 336 cartons of first-aid bandages, the containers of which were larger than necessary to hold 20 bandages. 1063 boxes of candy, not filled to capacity, were seized. 540 packages of tea were alleged to be slack-filled and short weight and were, therefore, seized. 359 cartons of concentrated vegetable soup and 572 packages of herb compound whose containers were only partially filled were likewise seized.

The Administration also seized 444 tubes of hair remover in cartons and 80 bottles of eye drops, likewise in cartons, because these outer containers were unnecessarily large.

In December 144 boxes of candy were seized and 64 tubes of corn salve and 79 cartons of nasal jelly and 678 cartons of dental cream were seized, because the cartons were alleged to be unnecessarily large for the size of tube contained therein.

These seizures do not represent any substantial quantity of merchandise, but they indicate a growing activity on the part of the Administration, which has focused the attention of packagers more and more upon the deceptive packaging clauses of the law.

The activity of the Packaging Institute in negotiating the tube-carton agreement reported in *Modern Packaging*—(Jan. 1940, page 46)—has, however, had a most salutary effect in that it has given manufacturers a standard of tolerances upon which to work.

The glass container industry, as reported by two of the largest glass manufacturers and several others, has now had a number of consultations with the Administration in an attempt to work out similar rules and tolerances for various categories of glass bottles.

While the glass producers are not directly involved in the legal aspects of this situation, they are anxious to cooperate with the users of their products and hence

desire to know the limitations under which they will have to work.

It appears that the types and uses of bottles are so manifold that any precise agreement, such as that reached with toothpaste cartons, is virtually out of the question. But glass container manufacturers seem to have acceded to the Administration's suggestion that they divide their merchandise into three groups—those they were sure were not deceptive; those they were equally sure were deceptive; and a middle group that they were not quite certain about.

In recent conversations, the Administration has attempted to aid the glass manufacturers in deciding just what is to be done about the packages that fall in this middle group and redesigns, eliminating features objectionable to the Administration, may be expected to reach the market in coming months.

The Administration is citing, with some chuckles, an example of consumer reaction which it contends demonstrates the deceptive nature of some of the cartons previously utilized by toothpaste manufacturers.

After one of these manufacturers, in agreement with the new specifications, had changed over his cartons to smaller sizes, he found himself with a fair supply of the old containers on hand. Rather than junk them, they were sent to market with specific instructions for their display and sale.

The old and the new size cartons were to be displayed side by side. Above the new item, an announcement was prominently displayed reading roughly, "This carton, although smaller in size than the old, contains as much and slightly more toothpaste than the old, larger carton. The change has been made to comply with the new Food, Drug and Cosmetic Act."

The story concludes, as it is told in Washington, with the sad fact that the old "deceptive" article sold almost twice as fast as the new, despite—or because of—the presence of the sign.

Another recent action of the Administration may relieve worries of manufacturers utilizing conical bottles and packing them in rectangular cartons.

In the case of a liquid dentifrice, it is reported, the Administration felt that the use of such a square carton on a conical bottle was definitely deceptive. The manufacturer in this instance countered with the pro-

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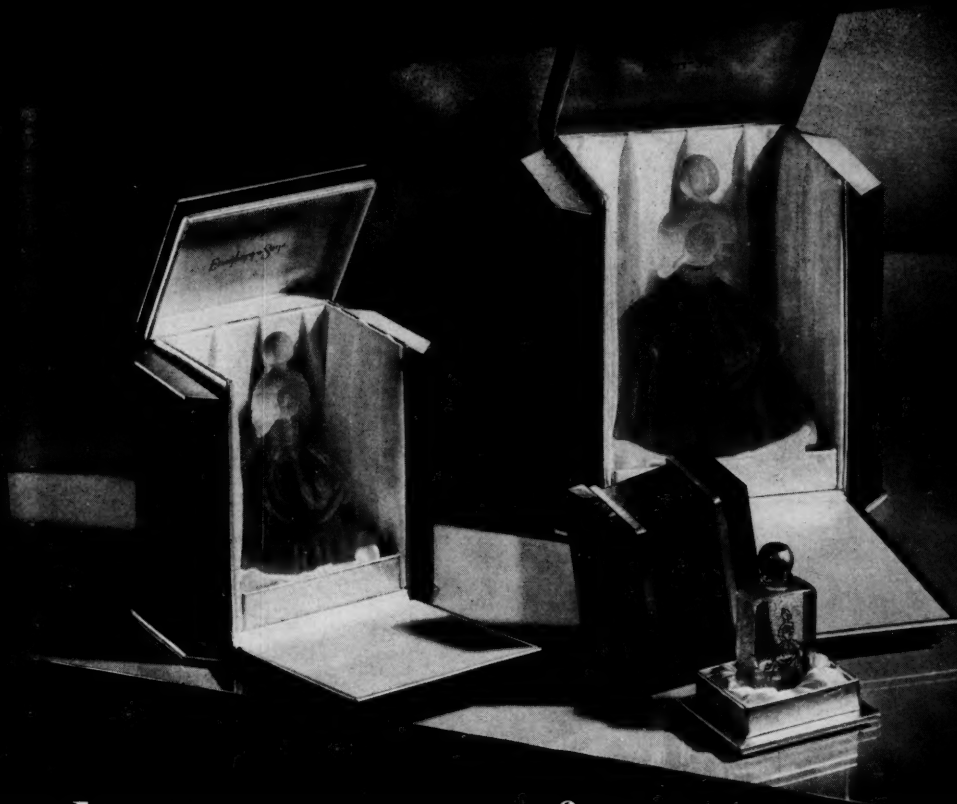
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More than you pay for . . . IN PACKAGES BY *Ritchie!*

WHEN YOU BUY a package, first of all you pay for a container that will bring your product to the consumer as fresh and attractive as when it left your hands. Every Package by Ritchie is that.

But it's the things you *don't* pay for that are sending Ritchie sales soaring to such new heights that a \$250,000 plant addition is being rushed to completion right now.

For one thing, you don't pay for the merchandising experience that's behind every package Ritchie makes. Will the dealer like and display it? Will it stop shoppers? In short, will it *sell*?

Not until these questions are answered with a good solid "yes" does Ritchie want to go into production on your packages!

And when production begins, you get still other *plus* values. Manufacturing economies and refinements brought about by methods and machines developed during 74 years of making good packages.

So remember — whether you need a specialty package that's a work of art in its own right, or a sturdy little sales-helper for a volume item, Ritchie has the facilities, the experience and the ideas required to give you *more* than you pay for!

Why not look into it now? There are three kinds of Packages by Ritchie — Set-up Paper Boxes, Fibre Cans and Transparent Packages. Samples, design suggestions and information on prices are all waiting here for your letter.

W. C. *Ritchie* AND COMPANY
8849 BALTIMORE AVENUE • CHICAGO

SET-UP PAPER BOXES
FIBRE CANS
TRANSPARENT PACKAGES

NEW YORK

DETROIT

LOS ANGELES

ST. LOUIS

ST. PAUL

DENVER

MIAMI

posal to print on all four of the display faces of the package, an exact scale picture of the bottle within, thereby showing the consumer what was inside. After some consultation, it is stated, the Administration decided that this would probably meet the requirements and an agreement was reached.

In discussing the incident, however, Administrative officials warned against any tendency to overlay the thin necks of such bottles with designs with concealing, even though ornamental lines, embossings or other distracting devices. These, it is asserted, would probably bring the container back into the deceptive class.

Boxes for face powder have also come under the Administration hammer recently. Dr. Paul B. Dunbar, Asst. Chief of the Food and Drug Administration, in a statement to Hugo Mock, Counsel for the Toilet Goods Assn., put the Administration's viewpoint in the following:

"There has been no court decision interpretive of the deceptive container provision of the Act. Without such decision, there is no guide other than the language of the Act and the common sense application of its spirit and letter which will aid either the industry or the Administration in determining where the line is to be drawn between legal and illegal containers. The Food and Drug Administration is not authorized to approve any particular form of container and cannot undertake to do so.

"In the legal actions which have been instituted under the deceptive container provision up to this time, it has dealt with extreme cases in which it believes there would be no difference of opinion as to the inherently deceptive character of the container.

"The Administration has felt confident that the industry itself as a result of these initial actions would proceed earnestly and sincerely to redesign packages in such a way as to eliminate deceptiveness. This expectation has been largely realized in many lines of containers. It is notable that some forms of containers, which some months ago seemed to present what appeared to be such insurmountable obstacles, have now been redesigned in such a way that the anticipated difficulties have not materialized. This very fact demonstrates how unwise it would be for the Administration to approve any particular design at this stage, even if it had authority to do so.

"Dealing now with the particular problem of face powder containers and applying the above generalizations, it may be said that when the Act first became effective, there were prevalent a number of deceptive types of packages, some of which were made the subject of seizure, and as a result of these actions, some material improvements in package design have occurred.

"To illustrate, one of the first face powder seizures effected on the charge of being a deceptive container was directed against a rounded, flat face powder package with a deeply indented bottom, and extremely high lid between which were enclosed a film of powder representing only a very small fraction of the entire depth of the container.

"The effect of that action has been to produce a redesigned package, which has eliminated the indented bottom so that the powder actually fills the entire drum of the container. A reduction in the excessive height of the lid has also occurred. Whether the lid has been reduced sufficiently, may still be open to debate.

"Industry representatives contend that the users of the small face powder container usually wish to insert a powder puff and that sufficient space should properly be left in the lid to accommodate such puff. There may be some ground for this contention. The Food and Drug Administration is not disposed at the present time to insist that such space must be absolutely eliminated; certainly, however, it would expect that a rule of reason should be applied and that if space is left for the accommodation of the powder puff, it should be moderate and sufficient only to accommodate a thin puff. In other words, any tolerance that might, for the time being, be admitted as permissible should not be considered a justification for a conclusion that unreasonably large space in the lid is permissible."

Ice Cream Carton Recommendation

As far back as 1929, the Division of Simplified Practice of the Dept. of Commerce secured industry adherence to a simplified practice recommendation covering Ice Cream Brick Molds and Cartons.

This recommendation was amended in 1936 and the Standing Committee of the industry has now approved a second revision of the recommendation, adding recommended standard dimensions for an ice tray pint carton with a height of $1\frac{17}{32}$ in., a width of $3\frac{1}{2}$ in. and length of $5\frac{1}{2}$ in.

If approved by producers in the industry, this will provide a fifth acceptable standard type of pint ice cream carton. The other approved pint types are substantially deeper than the new construction.

Method of Designating Colors

The National Bureau of Standards of the Dept. of Commerce has recently published a 32-page booklet, "Method of Designating Colors" by Deane B. Judd and Kenneth L. Kelley, which may be secured from the Superintendent of Documents, Washington, D. C., at a cost of 10 cents.

The booklet delineates approved methods of designating colors for drugs and chemicals and has been developed with the assistance of the American Pharmaceutical Association and the U. S. Pharmacopoeial Revision Committee.

The brochure should be of use to package designers and package users who must specify ink, paper and material colors, since it affords a standardized method of designation and of color recognition. Numerous charts and illustrations are included.



Be Sure To Visit Dennison
At Booth 809 During The
Packaging Exposition.

THEN THERE ARE

Dennison consistently wins awards in All-America Package Competitions. This year two Dennison clients came out on top. But such awards come only once a year, while every day the buying public gives its awards to the vast array of products packaged* by Dennison. They are the awards of preference in the All-America "Buying" Competition. Dennison clients are consistent winners in that one, too!

*
TAGS • LABELS • SEALS • DISPL

Three Packaging Contests

Reflect increased packaging activity
of the last year in varied industries

A folding carton for stair treads received the Irwin D. Wolf Trophy in the packaging competition sponsored by the American Management Assn. The carton was used by the Bigelow-Sanford Carpet Co. and developed and manufactured by Robert Gair Co., Inc.

Other winners in this competition included the hat box of the John B. Stetson Co., designed by Martin Ullman; the M. B. Cook Company's Beaver carbon paper box, designed by Douglas Rader; the Imra collapsible tube as used by Parfums Chevalier Garde, Inc. and designed by Vladimir Bobri; the iron glue can of McCormick & Co., Inc., designed by Jim Nash; the Sharpe & Dohme, Inc. lip salve counter display, designed by Bond Morgan; the Kingsway grapefruit juice can of Bruce's Juices, Inc. whose label was designed and manufactured by the Muirson Label Co., Inc.; the Röhm & Haas Co., Inc. plastic sampling kit, designed by Gilbert Rohde; the Knight Packing Company's cocktail bar; the Charbert Luxury set transparent container; the Cannon Mills floral hosiery gift box and the Shuron Optical Co. de luxe tray for glasses.

Other winners were the transparent pretzel container of Bachman Bakeries, Inc.; Butler Bros. thistle stationery family; Cannon Mills blossom oval towel set and the Swirl shipping container of the Krueger Beverage Co., designed by Thomas D'Addario.

Awards also went to the Pro-phy-lac-tic tooth brush counter display and the Ruxtone artist oil tubes display of Ruxtone Products, Inc., as well as to the Maine potato floor display designed by Brooke, Smith, French & Dorrance, Inc. and manufactured by Einson-Freeman Co., Inc.

In the bakery package competition recently sponsored by the Pennsylvania Bakers Assn., over 2000 individual items were entered by baking firms throughout the United States. Some 50 certificates of award were given to packages under various classifications, the first award going to David E. Wilay of Fleischmanns Model Vienna Bakery of Philadelphia for the conception of a new color strip coating device which has been adopted during the past year by numerous bakers throughout the country. The device consists of the application upon the wraps of breads or other baked goods of a horizontal color band running entirely around the package and serving both delivery men and

retail dealers as a means of identifying the date of baking of the item in question. The device thus facilitates the exchange of stale goods and insures the presence in the retail shop of wholly fresh merchandise.

A special award for merchandising ingenuity was allotted to the Freihofer Baking Co. of Philadelphia for the merchandising ingenuity demonstrated by the perfect loaf sample bag. The waxed paper bag, attractively printed and containing a single slice of bread, was developed to be distributed as a free sample by the dealer or salesman.

Another award went to the General Baking Co. of New York for the use of a Pliofilm-lined, heat-sealed paper bag—originally developed for the coffee trades—as a means of preserving and maintaining the quality and freshness of cookies.

The Papendek Baking Co. of St. Louis likewise received an award for its Holsom bread which utilized a single outer wrap over two inner wrappings, so designed as to permit the use of one half of the bread, without demanding the breakage of the wrap on the second half. Thus the second half of the bread is kept fresh in the original wrapper until ready for use.

In the seventh annual "5 & 10" packaging contest sponsored by the Syndicate Store Merchandiser, a trade paper of the 5¢ & 10¢ field, 17 awards have been announced. These were selected from some 500 entries and were made in three divisions as follows: 5 & 10¢ Division—1st, Luxor creams, Luxor, Ltd. 2nd, cocktail and old-fashioned spoon sets, Kimble Glass Co. 3rd, foil box narcissus package, Hewett P. Mulford & Co. 4th, Standard clothes pins, Berst-Forster-Dixfield Co. 5th, Vogue ribbon bow, Buser, Inc. 6th, Jergens sun tan cream, Andrew Jergens Co. 7th, Betty Brite party cups, American Lace Paper Co. 8th, Deluxe nail polish and remover, Fort Orange Chemical Co. 9th, Winx family line of cosmetics, Ross Co. 10th, No-Rub shoe polish, Wilbert Products Co. 15¢-\$1.00 Division—1st, Sentinel handy bandage flats, Forest City Rubber Co. 2nd, Crown zipper, The Spool Cotton Co. 3rd, Twin Beauty Deluxe girdle, Sturm & Scheinberg, Inc. 4th, Red Circle bowl covers, Columbia Products Corp. 5th, dripless server, Federal Tool Corp. Special Gift Package Division: 1st, a gentlemen's gift package, J. B. Williams Co. 2nd, Cashmere Bouquet gift box, product of Colgate-Palmolive-Peet Co.



Williams FORMAL-WHITE

A BOX COVERING PAPER *for Formal Packages*



suggested for Boxes for White Gloves, Shirts, Neckties, Linens, Silks, Cosmetics, Foods, Candies and other products that should be properly presented in chaste white package. This paper is available in the Formal-White shade and in Ivory. The reasonable price permits economical use.

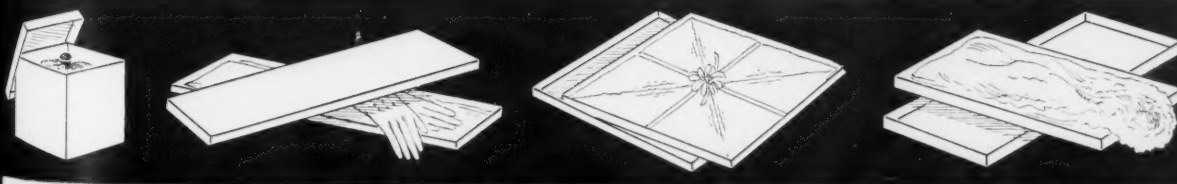
CHARLES W. WILLIAMS & CO., INC.

Authorities on Box Covering Papers

303 LAFAYETTE STREET, NEW YORK

624 South Miller Street, CHICAGO

167 Oliver Street, BOSTON



Williams FORMAL-WHITE

A BOX COVERING PAPER *for Formal Packages*

MANY fine products are best represented by a formal full dress package. For such products, a box covered with Williams *Formal-White* will serve as an appropriate merchandising accompaniment.

An appreciable proportion of consumer sales begins when the display package attracts the buyer's eye. It is, therefore, important that the box in which your product is packed should make a favorable first impression and thus *start* the processes that lead to purchase.

"Williams" have studied and specialized in Box Covering Papers for half a century. The line contains thousands of selections in design and color. To this extensive line, the *new Formal-White* has just been added.

This paper will deliver varnished effects without expense of varnishing. The high finish of the paper and gloss ink printing produce the effect.

CHARLES W. WILLIAMS & CO., INC.

AUTHORITIES ON

Box Covering Papers

625 S. Miller St.
Chicago

303 Lafayette St.
New York

167 Oliver St.
Boston



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1937 THEN 1938 NOW 1939

ALL-AMERICA AWARDS • HONORABLE MENTION

CORRUGATED SHIPPING CONTAINER DIVISION

PRODUCED BY

INLAND CONTAINER CORPORATION

The
ALL AMERICA
CHAMP • 1939

"Cyclotainer"

DESIGNED AND PRODUCED FOR
ARNOLD SCHWINN & CO.
CHICAGO



100 TO 1 YOUR PACKAGING PROBLEM HAS NO CONNECTION WITH BICYCLES.

BUT THE FACT THAT INLAND WINS AWARDS AND HONORABLE MENTION FOR OUTSTANDING IDEAS YEAR AFTER YEAR SHOULD INTEREST YOU.

SUCH HONORS REPEATED ARE INDISPUTABLE PROOF OF THE COMPETENT ORGANIZATION AND VISION BEHIND THE MAN WHO CALLS ON YOU.

YOUR PACKAGING LOSSES...

in the hands of a specialist can be transformed
...INTO PROFITS

"LET INLAND BOXES TAKE YOUR PRODUCT TO MARKET"



A GUIDE TO THE EXHIBITS

(Continued from page 244)

ROBERT MINKOW MACHINERY CO.

BOOTH NO. 506

MONSANTO CHEMICAL CO.

BOOTH NO. 201

Monsanto Vuepak, a rigid transparent plastic material for use in packaging and displays. Supplementing the exhibit of Vuepak will be a display of the other Monsanto plastics materials.

NATIONAL ADHESIVES DIVISION OF NATIONAL STARCH PRODUCTS, INC.

BOOTH NO. 12

Complete line of glues, pastes and gums for use in wrapping, labeling, sealing and other packaging operations, including a group of special adhesives for use on transparent sheetings.

NATIONAL METAL EDGE BOX CO.

BOOTH NO. 106

Will show how planned packaging benefits concerns in a wide variety of industries. The main feature of the exhibit will be the collection of Metal Edge packages showing interesting new ideas designed during the past year for counter, shelf and window display.

NEW JERSEY MACHINE CORP.

BOOTH NO. 501

The Pony Table gummer, motor driven, a unit for applying adhesives on labels which are to be affixed on packages by hand. Also the Pony Labelrite, demonstrating the application of the label on a 4-oz. bottle at a speed of 60 per minute and a fully automatic Labelrite, attaching a label on a 14-oz. bottle at a speed of 60 per minute.

OWENS-ILLINOIS GLASS CO.

BOOTH NO. 405

Will feature entries and winners in the All-America Package Competition and the winning designs in the competition for the Irwin D. Wolf award. New designs and new trends in packaging also will be demonstrated and the company's booth will have an attractive demonstration of quality control which is a feature of the various factories.

PACKAGE MACHINERY CO.

BOOTH NO. 408

Will demonstrate two wrapping machines, one for wrapping cigarettes in cellulose and the other for wrapping cartons in cellulose.

PACKAGING PARADE

BOOTH NO. 805

Promotional material for our two publications Packaging Parade and Shears.

PETERS MACHINERY CO.

BOOTH NO. 111

Sample packages and photographs of machines.

THE PILLIOD CABINET CO.

BOOTH NO. 603

Merchandising packages in rare wood grains, natural woods, many lined with velvet, plush, imported papers and other lining materials; counter displays combining acetate and wood; instrument cases in many sizes, shapes and finishes.

PNEUMATIC SCALE CORP., LTD.

BOOTH NO. 503

Various types of filling, weighing and other types of packaging machinery.

POTDEVIN MACHINE CO.

BOOTH NO. 101

Label pasting and gluing machines.

F. B. REDINGTON CO.

BOOTH NO. 607

Cartoning and other machines.

REYNOLDS METALS CO., INC.

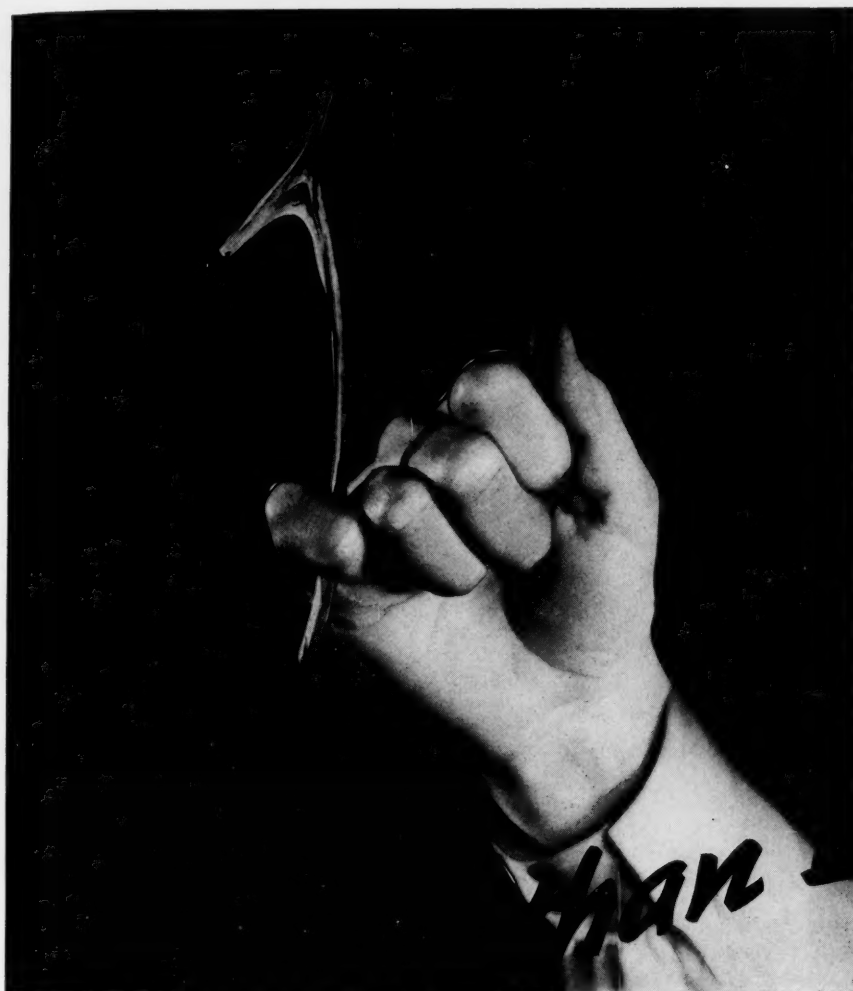
BOOTH NOS. 2-3

Comprehensive display of nationally distributed products whose packages incorporate this company's materials. Important among these will be some 60 brands of beer and ale which have adopted metal labels during the past year. Also represented will be well known confectionery products, coffee, tea, tobacco, potato chips, drink powders and other food items. Types of packaging products to be exhibited include labels, tight-wraps, cartons, displays, bottle caps, flexible metal bags and envelopes.

RIEGEL PAPER CORP.

BOOTH NOS. 107-8

Exhibit will feature a puppet show.



More than LUCK
...makes

TOPFLIGHT Containers!

*It takes more than mere machinery to start a Package sensation too! ★ Winning Packages rise out of Vision, Experience, Ingenuity plus a finger on the pulse of Style. ★ "NATIONAL" Container Service features the expert touch, the highlights of utility and magnetic display . . . in fact, all it takes to reach *Container Supremacy!**



NATIONAL CAN CORPORATION

SUBSIDIARY OF MCKEESPORT TIN PLATE CORPORATION

EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK CITY

Sales Offices and Plants • NEW YORK CITY • BALTIMORE • MASPETH, N. Y. • CHICAGO • BOSTON • DETROIT • HAMILTON, OHIO

MARCH • 1940 259

THOMAS M. ROYAL & CO.

BOOTH NO. 508

Exhibit of bags of varied types.

ST. REGIS PAPER CO.

BOOTH NO. 806

SCANDIA MANUFACTURING CO.

BOOTH NO. 13

Hi-Speed fully automatic wrapping machine equipped with an automatic inserting device and an automatic package stacker. Also the new Scandia "Baker's Special" universal wrapping machine for wrapping irregular articles.

SHELLMAR PRODUCTS CO.

BOOTH NO. 102

Packages of various types, both transparent and opaque, all involving the conversion into one form or another of printed transparent film. Included will be wrappers, bags, folding cartons, envelopes and combinations of these package forms. Featured will be the seven Shellmar packages which won either top awards or honorable mentions in the All-America Package Competition.

SHERMAN PAPER PRODUCTS CORP.

BOOTH NO. 109

Corroflex-wrapped products and exhibit of Corro-Cutter.

SHIPPING MANAGEMENT

BOOTH NO. 18

STANDARD-KNAPP CORP.

BOOTH NO. 305

Case sealing, case packing and can labeling machines.

STOKES & SMITH CO.

BOOTH NO. 110

Powder filling and other machinery.

SYLVANIA INDUSTRIAL CORP.

BOOTH NO. 502

Sylvania cellophane converted products such as plain and printed bags, printed holiday sheets, rolls, ribbons, etc., ribbons, shavings, confetti. Packages wrapped in Sylvania cellophane.

TRIANGLE PACKAGE MACHINERY CO.

BOOTH NO. 103

Triangle-Rapp Elec-Tri-Pak Weigher for items such as potato chips, marshmallows, noodles, which are all of fragile characteristics.

TRIPARD MANUFACTURING CO.

BOOTH NO. 606

Stencil machines and stencil accessories.

UNION BAG & PAPER CORP.

BOOTH NO. 306

Miscellaneous collection of paper packages.

UNION STEEL PRODUCTS CO.

BOOTH NO. 105

Custom designed, volume production displays fabricated from wire in conjunction with numerous other display materials and designed to merchandise a large variety of articles, such as clothing, foods, beverages and packaged products.

WAYNE NOVELTY CORP.

BOOTH NO. 803

Assorted wood candy chests, tobacco and cigarette humidors, cigarette and cigar gift boxes, pen and pencil set gift boxes, silverware chests, fruit cake boxes, sewing set boxes, stationery chests, cosmetic boxes and gift boxes for many other products.

WILSON & BENNETT MANUFACTURING CO.

BOOTH NO. 302

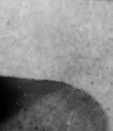
Decorated steel pails and drums used in various industries.

WRAP-ADE MACHINE CO., INC.

BOOTH NO. 14

Automatic Heat-Sealing bag machine which makes bags and envelopes from heat-sealing materials. Bag-sealing machines. Heat-sealing crimpers, foot and power driven models. Jaw-type and new Rotary-type. For heat-sealing bags, attaching labels and punching holes for display purposes. Folding device attachments making a fold in bag top before sealing. Hand - sheeter - gluers. Semi - automatic wrapping machines. Semi-automatic bag-making machines.

DISPLAYING THE TOPS IN THE FAMILY GROUP



Morris Paper Mills contributes the display carton to the TOP prize-winning line of consumer packed foods by the Rath Packing Company.

Winning TOP AWARD in the difficult Family Classification indicates that Rath has achieved a top level of unbroken excellence—a distinction of which they may well be proud. That Morris Paper Mills has been chosen to supply this important item—a display carton for the entire family of packages—is a compliment to our ability.

We appreciate this honor. And we congratulate the Rath Packing Company on their prize winning creations. We would further like to state that our "All-America" services are available to all our clients, old and new, and that we would like to number you among them. Write or phone.

MORRIS PAPER MILLS

135 S. La Salle Street

ILLINOIS

CHICAGO

Canners Association Convention

Chicago meeting hears new information on labels and standards and on can corrosion control

At the annual convention of the National Canners Assn., the following officers were elected: President, H. F. Krimendahl of Crampton Canneries, Inc., Celina, Ohio. First vice president, Robert C. Paulus of Paulus Bros. Packing Co., Salem, Oregon. Second vice president, Alfred W. Eames of the California Packing Corp., San Francisco, Calif. Secretary-treasurer, Frank E. Gorrell of Washington, D. C.

Among the many papers read to the unusually large gathering, three should prove of particular interest to packagers at large. E. J. Cameron, director of the Washington Research Laboratory, speaking on standards and labels, said in part, "We now have standards of identity, quality and fill of container for five products—tomatoes, peaches, apricots, pears and cherries. Standards of identity have been issued for only four products—tomato juice, puree, paste and catsup. We are now awaiting standards of identity, quality and fill of container for peas and standards of identity for approximately 40 unmixed vegetables. When these come out, we are finished with standards for canned foods until the Secretary of Agriculture announces public hearings on additional canned foods.

"The Department of Agriculture and the canning industry are confronted with a formidable problem to dispose of labeling requirements for the products covered by the exemptions which were announced in February, 1939. The most important products affected by this announcement are unmixed vegetables and fruits. The exemptions are to hold for a 'reasonable time' and tentatively, at least, two years was set as that period. It is not at all certain that there is authority under the Act to extend this two-year period. The deck will be cleared for vegetables when the standards of identity are announced, and they are expected soon. There are, however, a number of berries and fruits to be considered and their disposal constitutes the problem. Possibly they can be taken up en masse as was done in the case of unmixed vegetables. It would seem to many of us who attended the vegetable hearing, however, that there is some disadvantage in taking up too many products at one time. On the other hand, if these exempted products are brought up singly or in small groups, they may not be disposed of during the time that remains.

"I have said that when the standards of identity for vegetables come out we will have a breathing spell pending new announcements for public hearings on canned foods. Many of you are aware that the Food

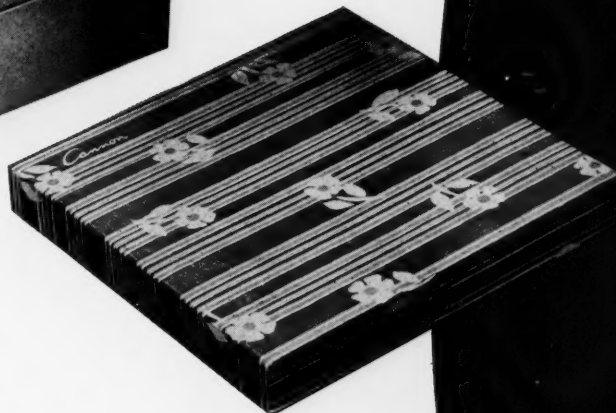
Standards Committee met several weeks ago to consider standards for citrus products, and that it will meet again next Monday to consider standards for fruit cocktail and fruits for salad. From correspondence that has come to the laboratory it would seem that there is a rather general misunderstanding about the part which this Committee plays in the development of standards. A few words on this subject would seem to be in point.

"The Food Standards Committee is composed of two representatives of the Food and Drug Administration and four State food officials. From time to time this Committee meets to discuss with interested parties the question of standards for food products, the choice of which may be determined by the government or by petitions from the industry, or by consumers. The Committee exercises considerable latitude in conducting its sessions. On occasion, conversations are had with individuals and at other times public meetings are held. These meetings are frequently referred to as hearings, but I think the choice of the term is unfortunate because it adds to the confusion that exists concerning the relationship between the proceedings before the Food Standards Committee and the public hearing.

"An important point of difference is that the meetings with the Food Standards Committee are informal, while the public hearings on standards are formal to the extreme. Procedure at the public hearing is close to that followed at a court trial. Testimony is given under oath, or by affidavit, and where the testimony is given in person the witness is subject to cross-examination. The steps that are subsequent to the hearing are formal also, and everything is a matter of record. On the other hand discussions with the Food Standards Committee are exploratory and information which is derived is used to simplify the issues involved and make easier the government's problem in arriving at the proposed standards that will be the subject of sworn testimony at the public hearing. From this point the wheels of formal procedure are set in motion to carry through the whole gamut of legal steps leading to the Secretary's regulation.

"If one in the industry wishes to consult with the Committee on an announced subject, he may do so. These discussions may be private or public, where provision is made for a public meeting. If he wishes to convey his thoughts in a letter, that action is appropriate. His interests are not jeopardized, however, if he neither consults nor corresponds with the Com-

TWO *Matthias* CUSTOMERS TAKE TOP AWARDS IN ALL-AMERICA



Matthias Papers wrap two winners in the 9th All-America Package Competition.

1) SILVER RIB TREASURE CHEST: Nieman-Marcus & Co. For the first time in the history of the All-America, a Special Award was created as the only fitting way of honoring the unique Nieman-Marcus gift line. The largest, most exquisite box in the group, the Silver Rib Treasure Chest, which is given only with a minimum \$25 gift purchase, is wrapped in Matthias Papers.

2) SNOWFLOWER BOX: Cannon Mills. The entire group of distinctively beautiful Cannon towel, sheet and pillowcase set-up boxes was without doubt deserving of the Top Award in its group. And one of the most interesting boxes in the group, The Snowflower Box, is clothed in colorful, beautiful Matthias Paper.

Matthias Paper congratulates its two customers, Nieman-Marcus and Cannon Mills, for their prize-winning performances. And we are proud that our papers contributed no small share in the winning of the Awards.

Matthias Papers wrap many of America's most distinctive packages. Try us for the answer to your next paper problem.

MATTHIAS PAPER CORPORATION

FINE FANCY PAPERS

165 W. BERKS STREET

PHILADELPHIA

mittee because he can have his day in court when the formal hearings come. An appearance before the Committee will not take the place of an appearance at the public hearing if a member of the industry has important information to present. Where it is desired to present evidence that will have a bearing on the proposed regulation, this should be given at the public hearing and made a part of the record whether or not there has been previous appearance before the Food Standards Committee. The regulation as formulated must be based upon the record of the formal hearing.

"The standards of identity as promulgated tell us what the basic composition of the product must be and how it shall be labeled. They tell us also what optional ingredients are permissible and how and where they shall be indicated on the label. For example, canned tomatoes are canned peeled tomatoes without anything added, except salt if desired. We are privileged to can these tomatoes in tomato juice, however, because tomato juice under the name 'Strained Tomatoes' is an optional ingredient, but we cannot use the term 'Tomato Juice' because the name of this optional ingredient is set by the standard. Therefore, if the tomatoes are canned in juice, we shall label them 'In Strained Tomatoes' and this qualifying phrase must appear in conjunction with the name 'Tomatoes' wherever it appears on the label. If the phrase 'In Tomato Juice' is used, the product is labeled illegally.

"Now let us assume that the quality of the product would be improved by the use of slightly concentrated juice. Under the standard this would not be legal even though the label showed plainly the exact nature of the packing medium. Why? Because the standard makes no provision for a concentrated packing medium, and since the product 'purports to be' canned tomatoes it must conform to the standard.

"Thus the standard is not only restrictive with respect to composition of the product, but by its inferential 'shall not' provision it controls in a measure the procedure that must be followed to produce it. In the case I have cited, the standard controls not only what goes into the product, because the packing medium is still tomato material, but how it is to be prepared.

"This matter of the optional ingredients that are permitted is a very practical one. Even now, within such a short time after the promulgation of standards, there are two methods which offer promise of technological improvement in canned foods which, if applied, would go beyond certain standards of identity and, as we view the matter, would yield technically illegal products even if they were labeled informatively.

"These new standards, however, make it necessary that I revise and bring up to date a statement I have given previously relating to the status of labeling from the standpoint of the canning industry. Only partial revision is necessary, but in order that you may have a complete statement I shall outline the four classes which comprise the subdivisions of canned food products with reference to labeling.

"Class 1—includes the exempted products, of which the most important are unmixed vegetables and fruits. These products must, of course, carry the required statement of contents and a conspicuous statement of name and place of business of canner or distributor, but it is unnecessary to present a detailed statement of ingredients on the label. The exemption, as I have told you, presumably runs to February, 1941, except in the case of those products for which standards are announced. Thus, if you are packing berries in a syrup of at least 20 deg. Brix, it is unnecessary at the present time to state that the syrup is made of sugar and water.

"Class 2—includes products not covered by exemption. These are soups, food mixtures such as spaghetti, pork and beans, etc. Canners of such products know now, or should know, that now a full declaration of ingredients on the label is necessary, unless old labels are used under the terms of the Lea Act. In such case, the statement of ingredients will be required for interstate shipments made after July 1. Any new labels, ordered now or later, should carry the declaration of ingredients.

"Class 3—includes products now covered by standards. This class has been the subject of recent change and the products that are included are tomatoes, tomato juice, puree, paste, catsup, peaches, apricots, pears and cherries. Standards of identity, quality, and fill of container for tomatoes, peaches, apricots, pears and cherries have been promulgated, while for the others only standards of identity exist. New labels for these products should conform to the requirements set forth in standards of identity. None of these standards were effective in time to control labeling of last season's pack. They will, however, control the labeling of the 1940 packs. It is well to emphasize that these standards are rigid and list the optional ingredients, if any, which may be added to the product. Technically, no other optional ingredients are permitted under the standards.

"Class 4—includes products that have been subjects of hearings on standardization, but for which the final standards have not been announced. This class has been revised to correspond with the changes I mentioned in class 3. Included are peas, for which standards of identity, quality, and fill of container, have been considered, and a list of about 40 vegetables for which standards of identity are expected within a short time. These standards are at the 'suggested finding' stage, which means that the next step will be the promulgation of the final regulations by the Secretary. Presumably, the effective dates of these standards will be in advance of the 1940 pack and canners of these products should solicit the cooperation of their label manufacturers in making label purchases prior to the announcement of standards. Under the terms of the Lea Act regulations, the canner may have the opportunity to use old labels until July 1, but he should be prepared to label next year's pack to comply with the standards.

"The information that is required by the Act, commonly referred to as the (Continued on page 322)





WE DON'T LIKE TO CROW, BUT

all these winners of highest honors in the All-American Packaging Competition are sealed with Du Pont "Cel-O-Seal" bands. They're trim, smart-looking, colorful, enhance the appearance of the packages! Moreover, they lock the closures securely to the bottles—and win customer attention and approval. They cost but a small fraction of a cent each! Du Pont will be glad to have a package stylist design a "Cel-O-Seal" cellulose band especially for your package. No obligation whatever. Simply write Du Pont and send a sample bottle.

CEL-O-SEAL

TRADE MARK

BANDS

Made by  Sold by

E. I. DU PONT DE NEMOURS & CO. (INC.)
"Cel-O-Seal" Section, Empire State Bldg., N. Y. C.

ARMSTRONG CORK COMPANY
Glass & Closure Division, Lancaster, Pa.
I. F. SCHNIER COMPANY
683 Bryant Street, San Francisco, Cal.

Display—Premium Wins Dealer O.K.

Gillette blades find market as gift items when presented on desk-stand display unit

Razor blades are not usually thought of as a holiday item, yet the Gillette Safety Razor Co. succeeded, this last Christmas, in moving a very substantial quantity of blades, in hundred blade lots, and in securing top of counter display for its merchandise in stores which would not ordinarily accord such position at holiday time to so prosaic a type of merchandise.

The trick was accomplished by the use of a package-display constructed of metal and covered with imitation leather and having substantial reuse value. The unit—once the blades have been removed—forms a desk calendar and memo pad with a receptacle for paper clips. Most important, the after-use of the package-display is clearly apparent at first glance, even before the blades have been removed from their slots. These slots are so designed as to hold ten packages of blades, slanted for easiest view and to consume a minimum of space in the shipping box.

The display requires no setting up, for the dealer has only to remove it—as shipped—from its outer container. The slot construction is such that the blades are not easily dislodged and thus the display presents a neat appearance on the counter.

Finally, the manner of conversion from display to reuse as a desk pad is made quite clear to the consumer by the presence of the necessary screws on the unit when used as a display.

While a display of this sort was a distinct innovation in the field and particularly one for the Gillette company, a substantial sale was anticipated when orders were first placed for display manufacture. Consumer demand, however, so out-ran anticipations as to require reorders of three times the original quantity before the holiday season had run its course. This unusual record was achieved, moreover, in the face of perhaps the strongest competition for gift sales which has appeared since 1929 and is ascribed, quite logically, to the high value placed by the consumer on the reuse features of the package and to the small space requirements of the unit which induced thousands of dealers to afford the item preferred display position which would not ordinarily be granted to a product of this sort during the period from Thanksgiving to Christmas.

Credit: Displays manufactured by Farrington Manufacturing Co. Covering, coated fabric by Athol Manufacturing Co.



At the left is seen the Gillette blade display stand as it appeared on dealers' counters, with blades in position in receptacle slots. At the right the stand is seen as converted into a desk memo pad and calendar. The calendar is on a spring hinge cover which opens to disclose a paper clip receptacle. One memo refill accompanies each set. Additional refills, being of standard dimensions, may be purchased at any stationer's.

For Permanence
at the Point-of-Sale

Design Your Display of



The Gem of Plastics

The use of Catalin creates an incomparable beauty of form—and of color. Its effect is luxury and prestige... Its economy—a proven factor. The rich jet black Catalin PALL MALL display you see here, is a split-mold casting—



a development exclusive with Catalin—achieved practically and at low cost. The brilliantly contrasted stage for bocalay is arrestingly assembled from standard Catalin rods and sheets. Both were produced by Joseph H. Meyer Bros., Brooklyn, New York.

CATALIN CORPORATION
ONE PARK AVENUE • NEW YORK





**WHEN YOU GO
ON A BENDER
USE LUMARITH
PROTECTOID**

At this point on the calendar, New Year's Eve may be only a memory. But not these shaped containers of Lumarith Protectoid—the material that pioneered the rigid transparent container!

From Celluloid's broad experience in this field has grown an authentic advisory service on construction and fabricating problems, available to all Celluloid customers. Celluloid has developed adhesives that work perfectly with Lumarith Protectoid.

If you buy packages for your products, specify Lumarith Protectoid for lasting protection and sales appeal. If you sell packages to manufacturers, use Lumarith Protectoid! Packaging Division, Celluloid Corporation, 10 E. 40th Street, New York City. Established 1872. Sole Producer of Celluloid and Lumarith. (Trademarks Reg. U. S. Pat. Off.)

Peck and Peck's "Allez-Oop" stocking package. Victoria-Vogue's Champagne Powder Puff package. Both made by Union Specialty Company of Lumarith Protectoid.

LUMARITH • PROTECTOID

REG. U.S. PAT. OFF.

IF YOU ARE WORKING ON A TRANSPARENT OR PLASTIC PACKAGE...

Get in touch with
CELLULOID

also Headquarters
for **PLASTICS**

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Newer Transparent Wrappings

by HAROLD A. LEVEY*

Until the time when packaging became a fine art, paper and related cellulosic materials were the only media we thought of in terms of wrapping sheeting. In order to create a dynamic customer appeal other types of wrappings were soon introduced. While metallic foils contributed definitely in this direction as well as providing characteristics not heretofore obtainable in any of the cellulose papers, nevertheless the major trend, in most fields, was toward the transparent types of wrapping.

The first forms of transparent packaging sheeting were of gelatine and not cellulosic. However, this type of product had so many shortcomings, including high cost, that hardly any more could be assigned to it than its position of historic interest as the first of the transparent wrapping materials.

With later developments, completely transparent cellulose sheeting became available which possessed far superior characteristics at lower prices. To all forms of transparent sheeting the public now applies the term "cellophane." This trade name, however, was coined to designate only the form of transparent sheeting obtained by the viscose process. Other forms of transparent sheeting are now available which, while derived from cellulose, are now wholly of cellulose. These types are termed cellulose acetate, and are competitive in price and offer several advantages making them especially adapted for specific uses.

Ethyl Cellulose Sheeting

Another type of transparent sheeting derived from cellulose, but possessed of different inherent properties than the cellulose acetate types referred to above, is made of the ethyl ethers of cellulose. This new variety of transparent packaging sheeting possesses most of the desirable properties of cellulose acetate and in addition certain unique characteristics which make it the ideal wrapping for a wide variety of packaging. This form has a high degree of clarity, equivalent tensile strength, can be cemented in manner similar to cellulose acetate, and made to heat seal at lower temperatures and pressures without substantially modifying its other values. It can be formulated to low moisture transmission values approximating moistureproofed cellophane, and unlike cellophane possesses thermoplastic properties.

Certain of these forms can be laminated to paper, fabric, leather and wood by the mere application of heat and pressure alone—no adhesives being required. This unique property makes this type of material especially suited for the outer surface covering of printed matter,

lithography, book covers, plaques and the like. The simpler method of lamination results in very substantial savings in time of manufacture, as well as the complete elimination of adhesives cost. Sheeting of almost any thickness can be made by bonding together under heat and pressure as many of the thin packaging sheets as may be required to obtain the ultimate sheet of the desired thickness of protective and decorative covering of ethyl cellulose sheeting which can be obtained by placing the necessary number of thin sheets over the surface onto which they are to be bonded. This process is of a decided monetary advantage, as the thicker sheets cost far more than their proportionate increase in thickness over the standard one-mil ($1/1000$ in.) thick type of material.

The plastic characteristics of this type of sheeting can be so formulated, that the fabricated sheeting can be extended to more than 50 per cent of its original dimensions. Being plastic rather than elastic, the sheet will not return to its initial size. Among the important applications of this property, is the use of this type of wrapping for packaging irregular objects. Bottles may be wrapped in ethyl cellulose sheeting by pressing them into the center of the wrapping sheet and then drawing the sheeting around the bottle. This results in the sheeting taking the shape of the bottle. The free circumferential edges may be twisted together above the cap of the bottle, thus making a complete closure. This form of wrapping differs from previous types in that the sheeting is drawn into the shape of bottle or object wrapped, and forms a single layer of smooth covering of most attractive value, superior to the results obtained with the non-plastic types of sheeting which, when made into this type of wrap, must of necessity result in pleats or folds and a far less sightly package. The lack of elasticity of this form of sheeting also assures that the twisted closure at the top (or the bottom as the case may be) will stay twisted, rather than open up in due course as is the case with most of the other types of sheeting.

Non-Cellulosic Sheetings

Another form of transparent sheeting is made from non-cellulosic materials such as certain rubber derivatives. A newer type of transparent packaging sheeting is also of a non-cellulosic origin and made wholly from synthetic resins. Most of the newer synthetic thermoplastic resins possess the property of forming transparent, self-sustaining sheets. This class includes: Vinyl Esters, Vinyl Acetals, Polystyrenes and the Acrylic Esters. All of these forms have been cast into transparent colorless sheeting (Continued on page 320)

* Consulting Chemical Engineer, New Orleans, La.

Top Award

in the ALL-AMERICA
PACKAGE COMPETITION
(Machinery Division)



Year after year, machines of the Package Machinery Company have figured in important awards won for general plant efficiency as well as for package excellence.

In the prize-winning Standard Brands installation illustrated above, our Bundling Machines wrap a dozen Royal Pudding packages in kraft paper, attaching end seals. The packages are fed to the Bundling Machines automatically, and when wrapped, are automatically conveyed to the packing machines and placed in shipping containers.

We have supplied Standard Brands with more than 100 of our machines of various types for use in their different plants.

Throughout the food field, as well as in many other fields, our machines are well-known for the neat, distinctive wrapping they produce, and for their extreme economy and efficiency of operation. Our line of machines today numbers 78 different models, covering virtually every wrapping requirement in modern industry. These complete facilities, and our wide experience, can be of value to you.

Consult our nearest office.

Write for Literature

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts
NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO

Peterborough, England: Baker Perkins, Ltd.,
Mexico, D. F., Apartado 2303

Melbourne, Australia: Baker Perkins Pty., Ltd.
Buenos Aires, Argentina: David H. Orton, Maipu 231

See our Exhibit
at the
**10th PACKAGING
EXPOSITION**
Booth 408
Hotel Astor
New York
March 26-29

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

MACHINERY

and the

ALL-AMERICA

On the pages which follow appear detailed articles discussing the machinery installations which have received awards in the 1939 All-America Package Competition. In former years, no distinction was made between newly developed individual machines and new plant installations of groups of machines. Recognizing, however, that differing types of problems are solved in the two types of installations, the 1939 Competition had two machinery classifications.

Two of the awards go to plant installations of groups of machines. Among these are machines that were not developed during the year 1939. However, the incorporation of these specific units into the production lines which are here given recognition has introduced an element of novelty which justifies the setting up of this special classification.

Four individual machines receive awards under the second of the machinery classifications. These latter awards recognize the improvement in the art of packaging introduced by these machines during the year 1939.

The machinery group is undoubtedly the most difficult of all to judge and the All-America Board of Judges has been fortunate indeed in having had, for a number of years, the invaluable services of two men whose principal activities have been concerned with the development and the use of packaging machinery—William M. Bristol, Jr., of Bristol-Myers Co. and George R. Webber of Standard Brands, Inc.

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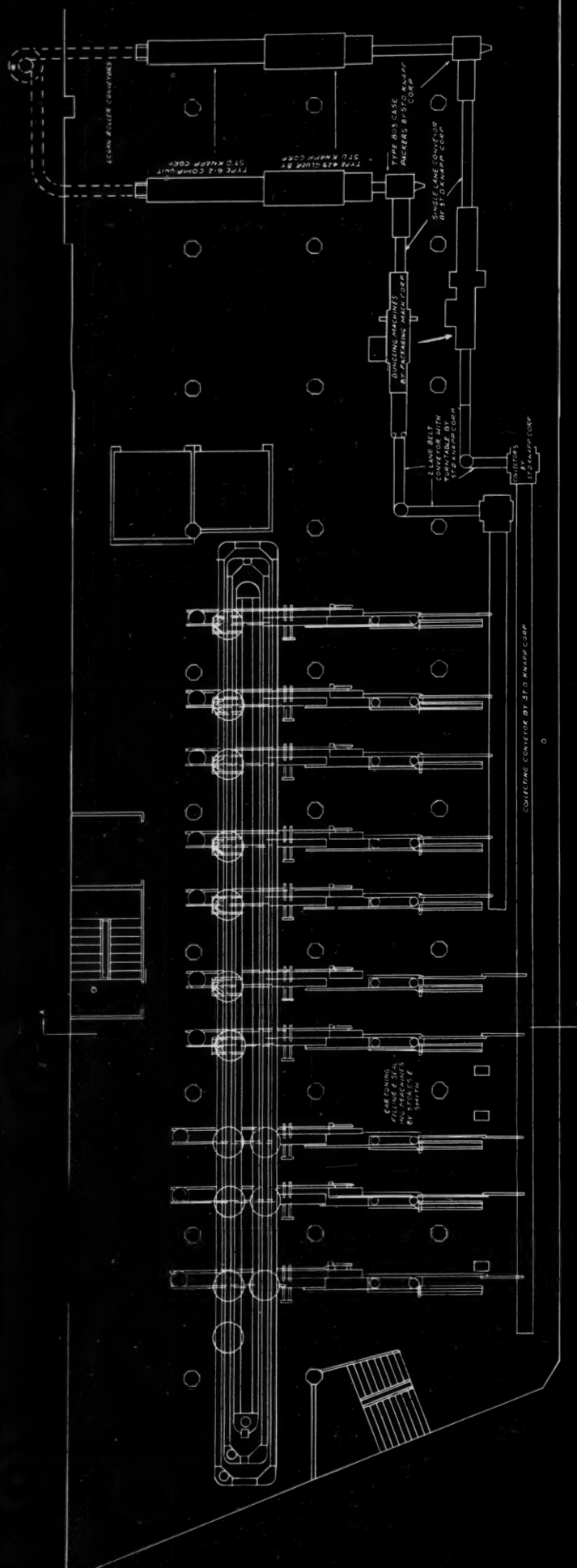
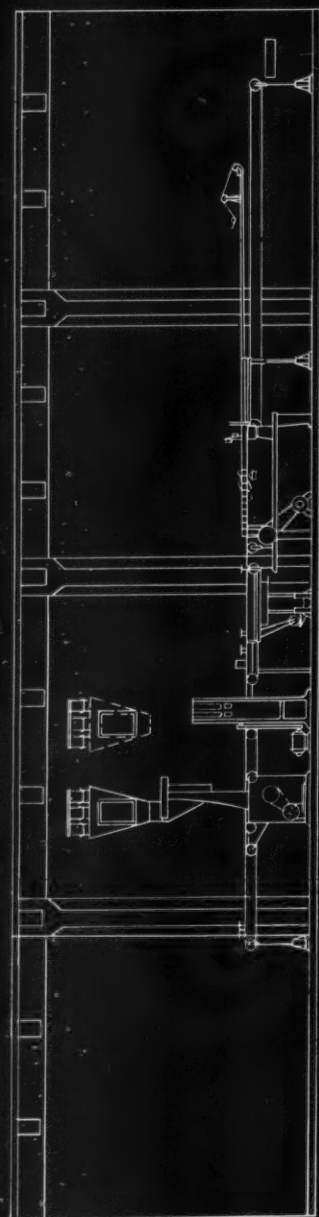
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Packaging Royal Pudding

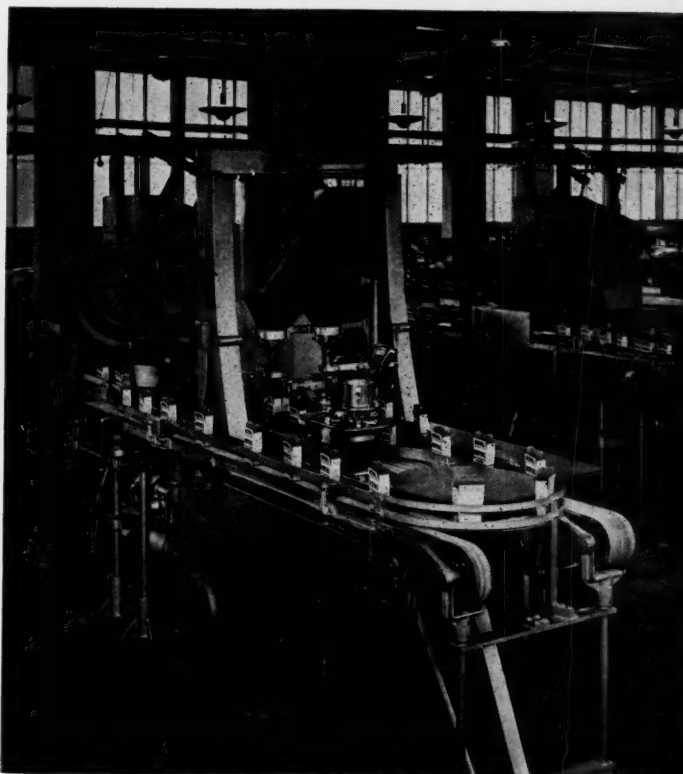
Giant installation at Standard Brands plant completes six hundred individual packages per minute

An outstanding plant, both in respect to the individual machine efficiency attained therein and as an instance of efficiency of automatic materials handling, is that which produces the Royal Pudding Dessert of Standard Brands, Inc. The newly installed packaging floor at this Company's Brooklyn plant has been selected as one of the two winners of top awards in the Machinery Division (Class B) of the All-America Package Competition for 1939. This Division covers complete production lines developed and installed during the last year.

The Standard Brands installation fills the pudding powders into moisture-proof bags, inserts these into cartons, seals the cartons, collects these and bundles them in kraft paper and, finally, leads the paper-wrapped bundles into shipping containers. These latter are automatically glued and sealed and then discharged to gravity conveyors which carry the product to warehouses or shipping platforms.

Ten-bag filling, folding and inserting machines operate in conjunction with an equal number of carton sealing machines. Ten lines are laid out parallel to each other, extending in an unbroken row down more than half of the packaging floor. To feed the supply hoppers of the filling units, a 5-in. run-around conveyor is suspended from the ceiling at right angles to the filling and packaging lines. Thus a continuous and even flow of material is maintained to all of the lines.

Provision is, however, made for shutting off the material feed from any line which may for some reason—machine adjustment or clean up for instance—be temporarily shut down. The bags are placed by the operator into hoppers and withdrawn from there by automatic devices. These open the bags and insert them into cartons which have been erected at a



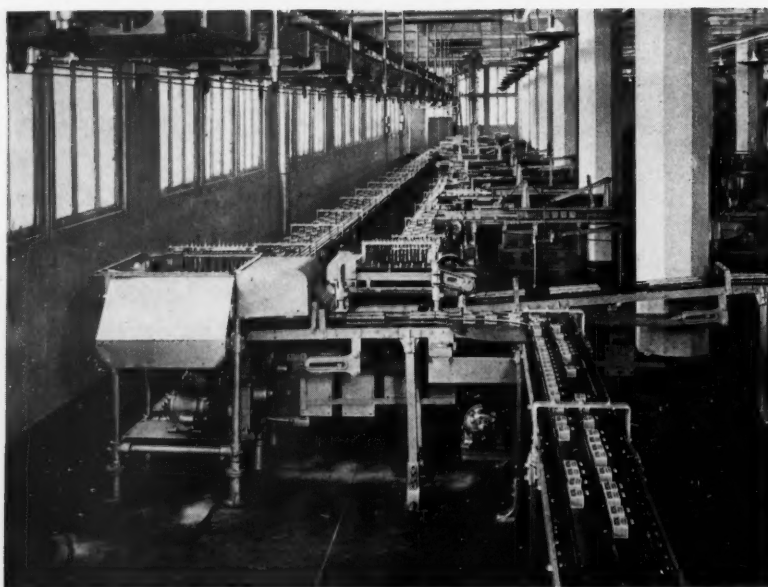
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2. The machine in the background sets up cartons and inserts the bags which then pass around the foreground turntable and are divided into two lines to pass under the dual filling heads. 3. General view of the ten filling and sealing lines. Cartons are erected at the center of each line, proceed to the right to the turntable and then pass successively under filling heads and to carton gluers and sealers seen at left.

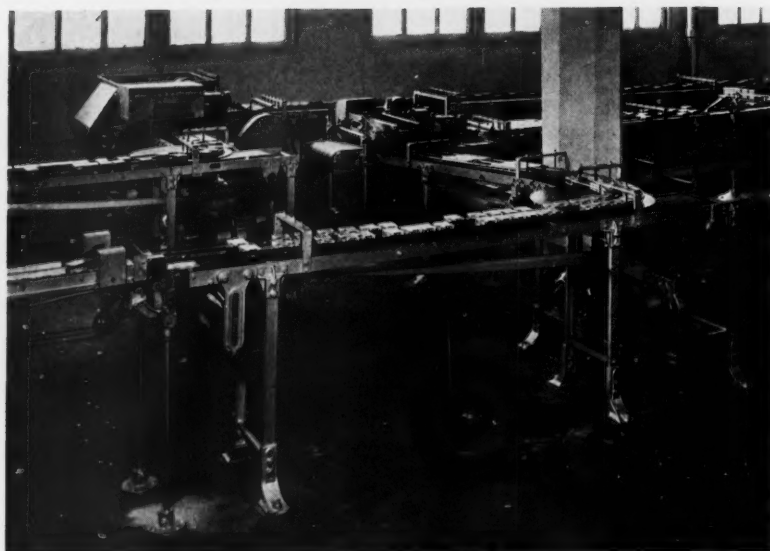
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1. At extreme left is seen a diagrammatic view of one of the ten filling and cartoning lines at the Brooklyn Royal Pudding plant of Standard Brands, Inc. Note the overhead, run-around material feed conveyor. Note also the compactness of the line. Larger illustration shows plan of entire layout. The ten filling lines feed into two collector conveyors which, in turn, feed two-lane belt conveyors. These supply two sets of bundling machines, case packers and case sealers. Completed cases are carried away by roller conveyor and chute to storage rooms or shipping platforms.



4



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4. In the background may be seen the collector conveyors, each taking the output of five filling lines. The machines in the foreground collect the five lines of cartons and sweep them into two lines to feed the bundling machines. 5. Close-up view of the collecting machines. These devices change the direction of travel of the cartons and, in doing so, change their arrangement from five lines on each conveyor to two.

previous stage of the line. The packages proceed past a turntable device to a dividing switch which breaks the line into two sections, every alternate package going to the right and every other one to the left. The two divided lines then proceed simultaneously under a dual filling head supplied by a single overhead hopper. This procedure permits of high speed production with a lengthened period of filling and a corresponding increase of filling accuracy.

After filling the packages, lines merge again into a single line and proceed by belt conveyor to a folding and sealing unit. This device effects a sift-proof seal on the bag and the carton and discharges the finished package after passing them through a compression unit. From the filling and cartoning machines, the completed unit packages are conveyed to two wide

belt collection conveyors. Each of these is equipped to handle the output of five carton sealing machines and each is located at right angles to the filling lines.

The packages are thus brought up in five lanes on each belt to collecting devices. Each of these is so designed as to take the packages from lanes and sweep them off at right angles into two lanes each. Traveling thus in two lanes, they proceed on belt conveyors past turntables to bundling machines which gather the required number of units for a bundle and wrap these into a sheet of kraft paper. A label is applied over each end of the bundle to effect identification and a strong seal.

These machines discharge to packing devices where either three or six of the paper-wrapped bundles are loaded into a shipping container. The operator of this

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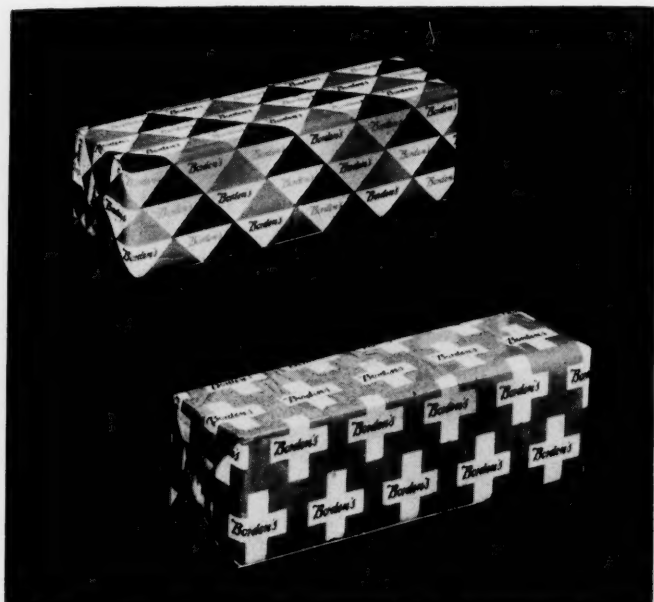
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Borden's 2 pound packages

Borden's Prize Package

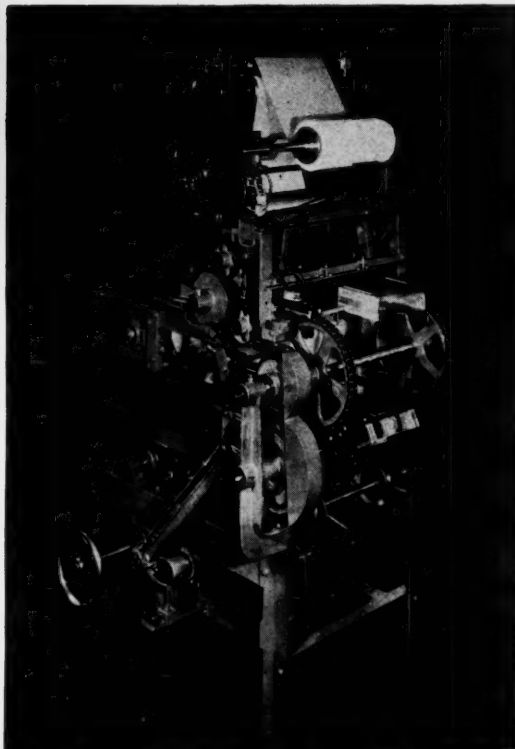
After extensive tests, The Borden Company adopted a printed, coated "Cellophane" wrap for their process cheese in the 2 and 5 pound sizes. Sales winning appeal has been gained by colorful designs.

For economically making process cheese envelopes from rolls of transparent materials, Peters' Designing Engineers were confronted with many difficult problems. Being regularly given special packaging problems to solve, it was not long before a machine had been developed to meet requirements.

On the right is shown this fully automatic Peters Box Lining and Sealing Machine which handles printed rolls of transparent materials, cuts the correct size sheet, forms the envelope that is heat sealed, and then inserts the envelope into the paper or wood box which is conveyed to the machine. After the envelope is inserted into the box, the open package is discharged onto another conveyor where it is carried to be filled. Operating at a speed up to 40 packages per minute, this machine meets requirements for both the production and filling operation.

This machine can be furnished to handle 1, 2 or 5 pound packages.

Visit Our Display at the Tenth Packaging Exposition, Hotel Astor—New York—Booth 111, March 26-29.



PETERS MACHINERY CO.

4700 Ravenswood Avenue, Chicago, Illinois

device erects the corrugated shipping container, but does not effect any seal. The containers then drop from the carton case packer to an automatic gluing-sealing machine. Here the flaps of both the top and bottom of the carrying case are placed in proper position and glue-sealed. Passing through a compression unit which permits the glue to set, the containers are then sent, via conveyor, to a chute which passes through the floor and carries the product to the warehouse or shipping platform.

The filling scales operate at a speed of thirty cartons per minute each. This in turn gives the cartoning and filling lines an individual speed of sixty units per minute. Since each collector, bundling machine, packer and case sealer handles the output of five of the filling lines, these units complete the packaging of 300 individual cartons per minute. The total output of the packaging floor is thus twice this figure or 600 cartons per minute.

Of particular interest to the All-America judges were the uniquely complete provisions made in this plant for the automatic handling of packages from start to finish. No hands need touch the package from the start of the filling line until the casing operation. Here a single employee feeds the cases to the machine but all other operations are still automatic to the end of the line.

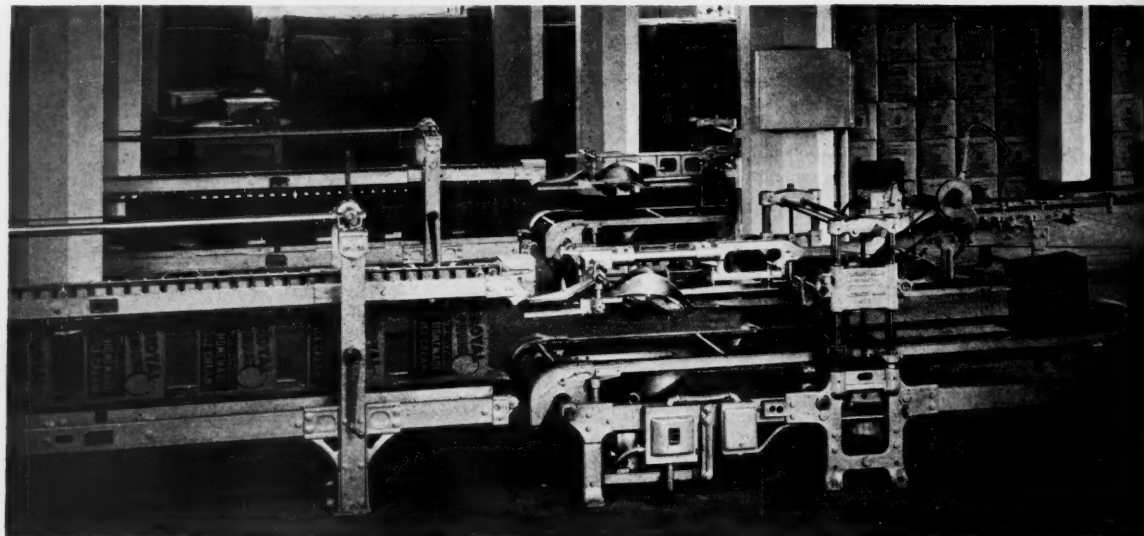
* * *

Credit: Bag fillers, inserters, folders and carton sealers, Stokes & Smith Co. Belt conveyors, collectors, turntables and case packers, Standard-Knapp Corp. Bundling machines, Package Machinery Co. Case gluers and sealers and compression units, Standard-Knapp Corp. Case conveyors and chutes, Logan Co. Run-around powder-feed conveyor, Redler Conveyor Co. Waxed bags, Benj. C. Betner Co., Samuel Cupples Envelope Co., Equitable Paper Bag Co. Chocolate pudding cartons, Wm. W. Fitzhugh, Inc. Bundle end labels, Wm. W. Fitzhugh, Inc., Meerow Press.



6

6. In the background is seen one of the two bundling machines, feeding to the case packers. One of these latter machines is seen at left foreground. 7. Each case packer discharges onto a short length of chain conveyor which feeds to the case sealer. Here cases are glued, top and bottom, and after passing through a compression unit are sent, by chute, to storage rooms or shipping dock.



7



HIGHEST AWARD

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**PACKAGE
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INSTALLATION PACKOMATIC CASE SEALERS, HIRAM WALKER & SONS, INC., PEORIA, ILL.

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Again this year two Packomatic customers win Major Awards in the All-America Package Competition.

William Penn Blended Whiskey, product of Hiram Walker & Sons, Inc., is a Major Award winner. They have five Packomatic Automatic Case Sealing Machines in their Peoria, Ill., plant.



PACKOMATIC MODEL "D" SHIPPING CASE GLUER WITH COMPRESSION UNIT. SPEEDS 200 to 2000 CASES PER HOUR. NO OPERATOR REQUIRED

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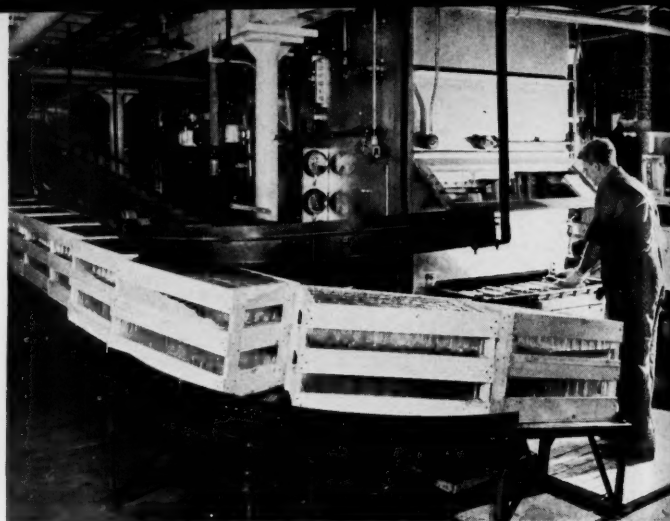
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2

1-2. Contrast between old and new bottle washing methods is readily apparent in these two pictures. Note convenient inclined roller conveyor feeding to the automatic sterilizer operator.

The Lydia E. Pinkham Plant

Bottling operations modernized in new line combining new and existing machines

Packaged bottles by the millions have been going out of the Lydia E. Pinkham Medicine Co. plant in Lynn, Massachusetts, for many years now. During those years, new packaging methods were developed, the company adopted them, maintaining an efficient operation at all times.

In 1939, however, a new system was placed in operation, one that achieves greater economy and higher efficiency while making the work easier and more pleasant for the employees.

To give a more graphic picture of what has been done at Lynn, the following pages contain "before" and "after" descriptions of the plant operations together

with photographic illustrations and detailed blueprints.

New bottles formerly arrived at the local freight yard, where company men packed them in wooden crates after which they were trucked to the plant. Two men worked full time to handle the bottles at the laboratory until the sterilization operation, one trucking the crates, the other inserting them in racks. The bottle washer and sterilizer, installed more than a generation ago, was about 5 ft. wide by 4 ft. high by 20 ft. long. It handled bottles in an inverted position in racks of 24.

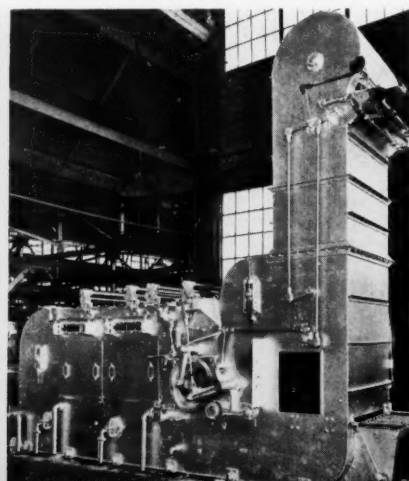
In going through the machine, each bottle passed across continuous jets; first of an alkali solution, then

3. "Downstairs" end of sterilizer. Note mirror permitting operator a view of discharge end above. 4. The two story-high machine just prior to installation. 5. The sterilizer discharges onto a conveyor, the bottles being set upright.

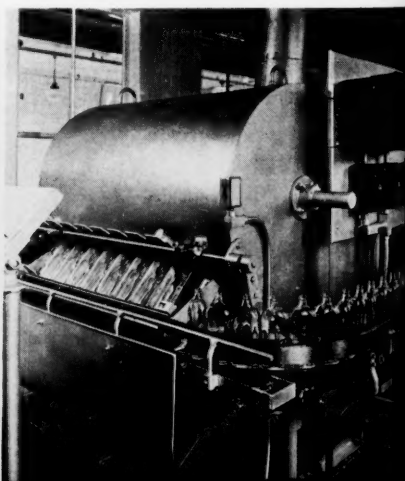
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The Pneumatic

DOUBLE PACKAGE MAKER

HERE'S an entirely new packaging technique, worthy of careful study by many manufacturers of packaged dry products. It presents a radical departure from the orthodox method of handling side-seamed folding cartons. With this Pneumatic unit, innumerable variations in the construction of double packages are now possible. Note these new features:

- (a) Inner and outer packages made from roll or sheet stock.
- (b) Side seaming of both sections done on this machine.
- (c) Inner and outer packages can be separate or glued together.
- (d) Eliminates bag maker's profit on double wall bags.
- (e) Fillers, weighers and top closers can be hooked in line.
- (f) Compact design conserves up to 50% on floor space.
- (g) Nearly any packaging material for inner or outer sections.
- (h) Speeds 35 to 65 double packages per minute.
- (i) Unequaled economy in double package construction.



1 Printed cardboard cartons with inner paper liner, delivered ready for filling.

2 Plain shell and printed wrap construction is also possible with this unit.



3 Makes double wall bags of Kraft, or glassine and Kraft, or most any materials.



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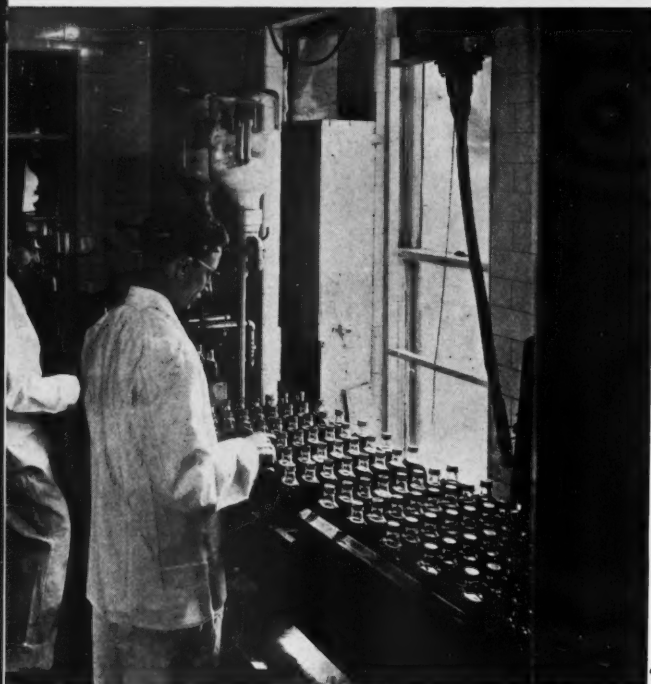
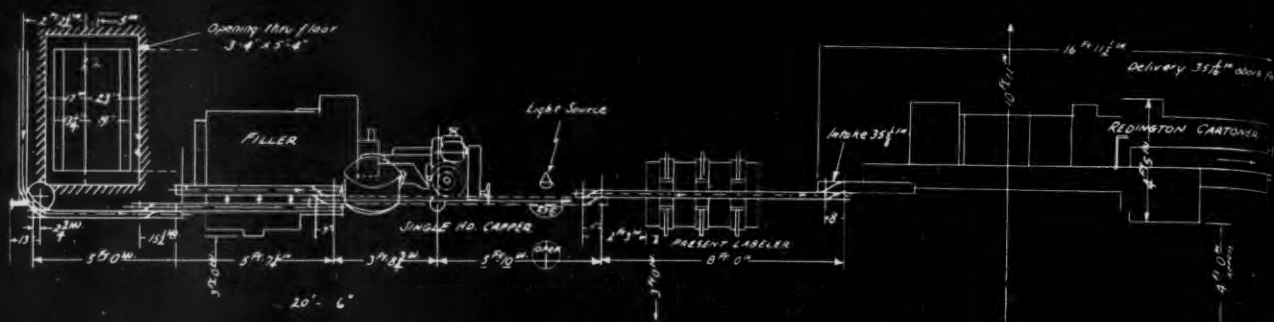
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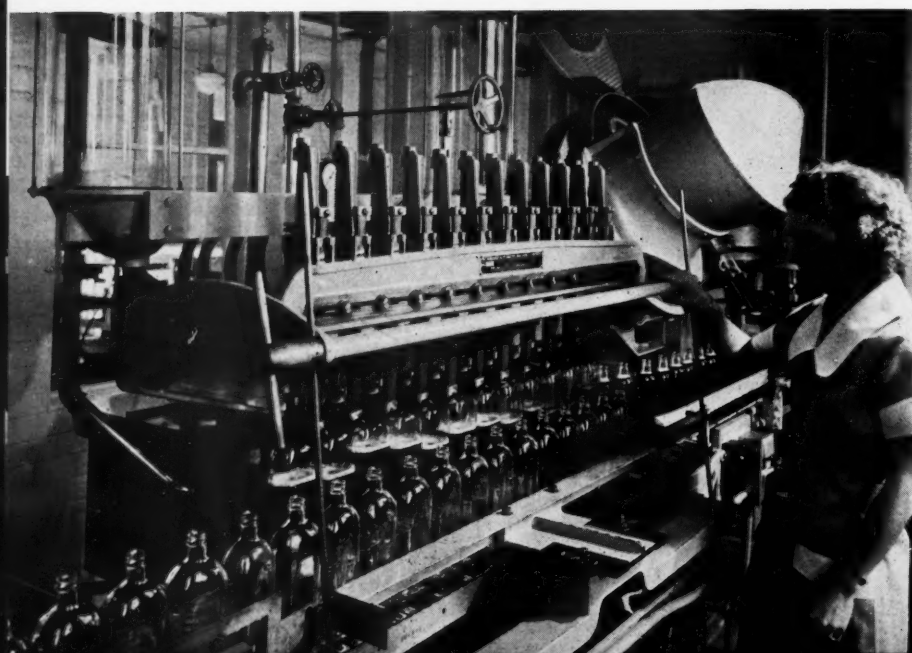
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6. Plan of packaging floor. Note how use of two-story sterilizer permits compact arrangement of rest of equipment. 7. Filling operations as formerly carried out with hand-operated equipment.



8. A straight-line automatic filler now is used. Twelve bottles are filled at a time. While these proceed to the capper, seen in right background, twelve more move under the filling heads.

6

of two rinse waters at increasingly greater temperatures and then live steam, so that when they came from the machine they were absolutely sterile. These racks were fed from the machine into an elevator which carried them up into the bottling room—a small, white-tiled room directly above the end of the machine—where an operator removed them from the racks and set them upright in wooden trays, each tray containing 48 bottles. The racks were then returned by means of a slide conveyor to the loading end of the sterilizer in the basement and the trays moved on a roller conveyor to the bottle filler.

Although the sterilizer was installed in the late 'teens, the bottling room was a comparatively modern development. The 24-head, semi-automatic bottle filler was only about fifteen years old and the system of conveyors, including the elevator, rack return slide and some of the roller conveyors, as illustrated in Photo 7, were put in in the early 20's. At that time, the bottles were being corked and driven home by means of a rubber-tipped mallet. Screw caps were adopted about ten years ago and at that time a cap tightener was added to the equipment to replace the mallet. This was still a hand operation, however, so that in the bottling room three men were required.

As the trays left the bottling room, they passed by a gravity roller conveyor to a girl who removed the bottles from the wooden trays and fed them into a

8

11 million labels a day



Every day—

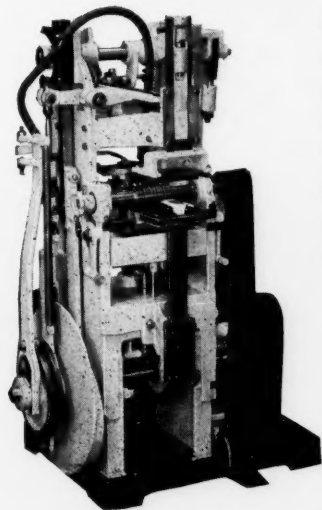
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demonstrated unparalleled advantages in labor saving, and in the method of application.



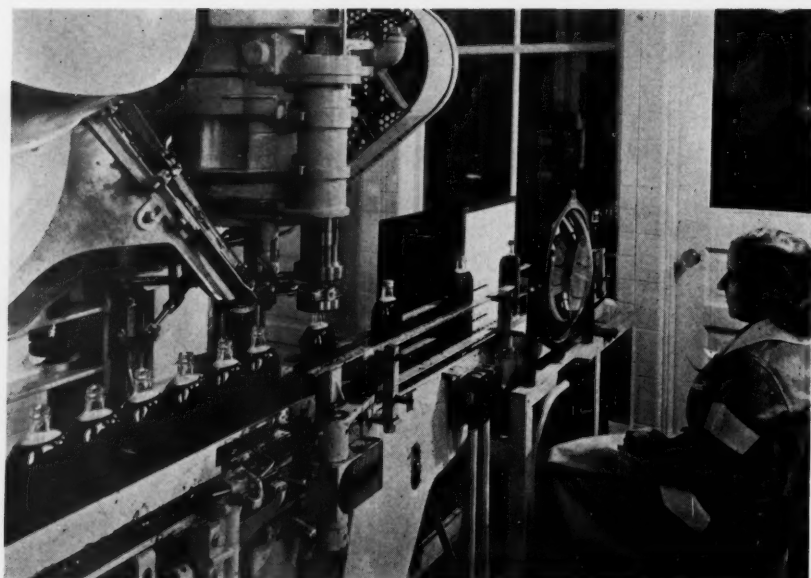
Labelrite users include manufacturers who want more accurate, faster labeling—eliminating bottle wiping extras as well as mechanical "snags", which slow up—and show up imperfectly planned operations. . . . LABELRITE "PLANE-NU-MATIC" method and "fool-proof" devices, avoid "stop-and-go" labeling, speed up production at less cost and assure positive register of every label! *Send for descriptive catalog.*

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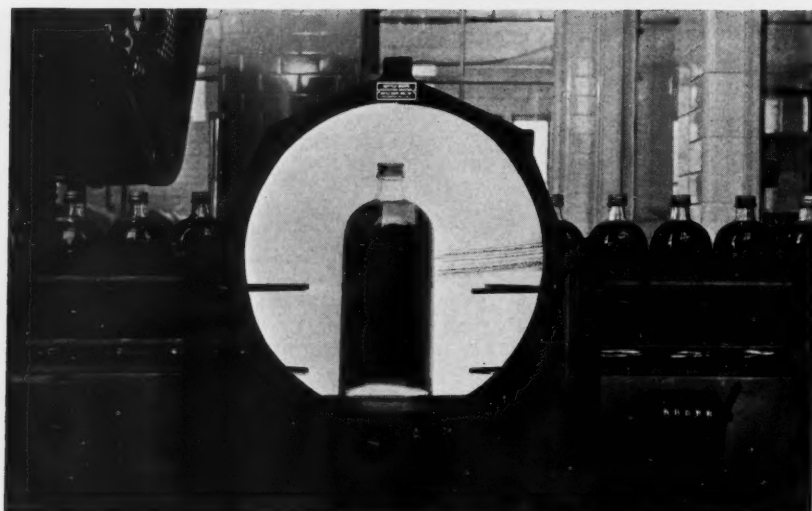
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9. The automatic capping machine incorporates a sterilizer lamp which operates on the inside surfaces of each bottle cap before automatically attaching it to the head of the bottle. Beyond the capper sits an inspector.



10. The inspector utilizes a so-called "bottlescope" to carefully examine each container, as it passes along on the conveyor belt, for flaws in either the glass or the closure or for impurities in the contents.

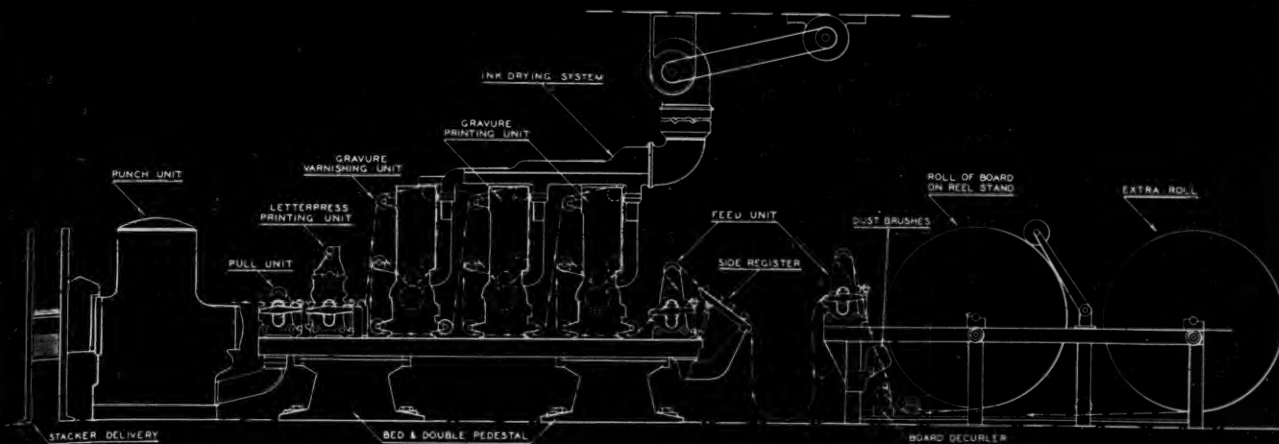
MacDonald labeler purchased about 1930. At the end of the labeler, another girl handled each bottle, turning it on its side to be fed into a machine, especially designed for the company and installed at about that same time, which made a simulated hand-wrapped package. This machine was a very complicated one which handled the bottles, a scored corrugated sheet, a wrapper, one, two or three circulars, a sample pill envelope and two corrugated ends. These various parts of the package were placed in the machine by one man and two girls.

At the time this wrapping machine was built, it was felt that the hand-wrapped package was in some ways as much a part of the company's trade mark as the portrait of Lydia Pinkham itself. While cartoning machines were, of course, available from several companies, it was not considered safe to make a change in style to the extent that would have been necessary.

After the inspected packages were loaded in the corrugated cases, each case was then moved by gravity conveyor to a man in one corner of the shipping room who glued the flaps of the cases, closed them and turned them upside down on platform trucks for storage or shipment. This whole operation, therefore, from the time the empty bottles in crates were taken from storage to the time of delivery of the filled bottles in the sealed cases, required the full time services of ten men and four girls.

A double mirror arrangement is utilized to enable the operator in the basement to see up through the first floor and to watch the delivery of bottles on to the conveyor. Thus all possibility of jamming is eliminated.

Bottles are fed from the discharge conveyors of the sterilizer to an automatic straight line filling machine. This unit fills twelve bottles at a time, discharging the containers for conveyance to the adjacent capper.



CHAMPLAIN CARTON PRINTING PRESS AT JELL-O DIVISION OF
GENERAL FOODS CORPORATION LE ROY, NEW YORK

CHAMPLAIN INSTALLATION WINS GOLD AWARD FOR JELL-O



CHAMPLAIN

The Gold Award for the best single machinery entry in the 1939 All-America Package Competition went to the Jell-O Division of General Foods Corporation for an installation of Champlain Carton Printing Machines used for printing the Jell-O carton blanks.

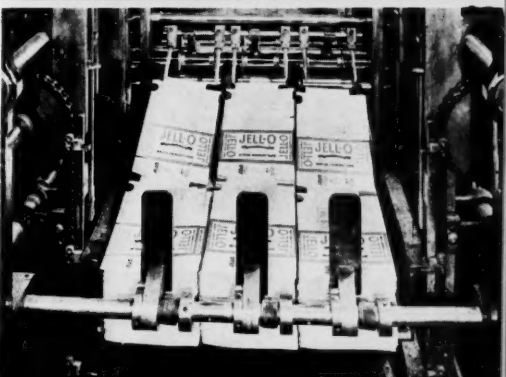
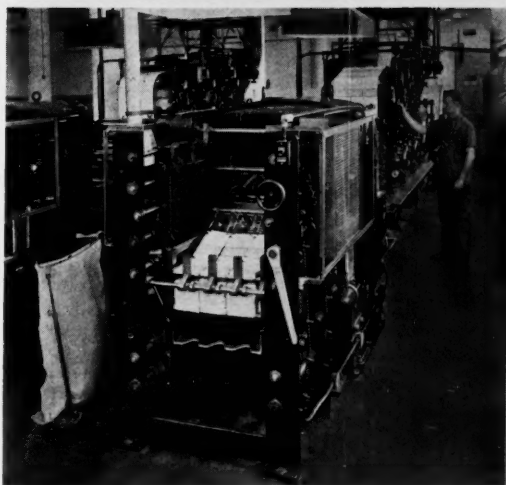
The installation consists of two Champlain Combination Gravure and Letterpress Printing Machines, used for printing and die-cutting the Jell-O carton blanks. Each machine takes a roll of board, prints two colors by gravure, applies spot varnish, imprints the flavor names and recipes by letterpress and then scores and punches out the carton blanks from the web, at the rate of 600 blanks per minute. The blanks are delivered in counted stacks.

The cartons were formerly made on a sheet-fed machine which required three separate operations and several working days from board to finished blanks. The new machines have resulted in a considerable saving in manufacturing costs. The average efficiency is in excess of 80%. Waste averages approximately 2.6% exclusive of cutouts.

Champlain presses print and fabricate long and short run jobs of all sizes, printing by gravure or letterpress methods and fabricating the printing web as required by subsequent packaging operations. The Champlain line includes Champlain Rotary Letterpresses, Champlain-Weiss Gravure Presses with Speedy Closed Fountains in sizes of 36 inches and under, Champlain Rewinds, Rotary Sheeters, Punches, Laminators, Perforators and Coaters.

Tell us your printing requirements. We can fit them with a Champlain Press. Write to CHAMCHON CORPORATION, GARFIELD, NEW JERSEY.

(At right, top to bottom Typical Jell-O cartons which are printed and die-cut on Champlain machines. Showing both Champlain machines as installed at the Jell-O plant. Delivery end of one of the machines with die-cut, printed blanks being delivered in counted stacks.



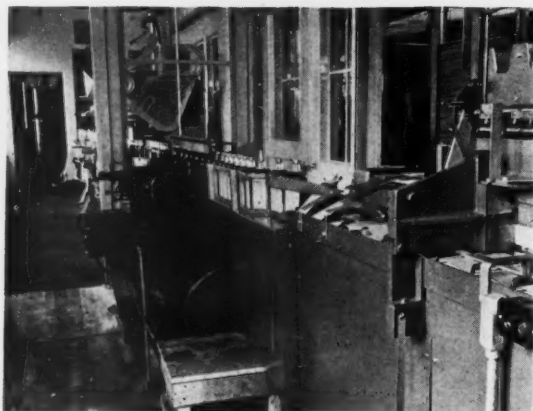
CHAMPLAIN PRESSES

GARFIELD

NEW JERSEY



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13

11-12. Old cartoning methods contrasted with the new straight-line procedure. Bottles pass through the small porte in the walls of the filling room—where air is conditioned—and are turned sideways to feed into the cartoner. **13.** Finished cartons pass by chute through the end wall of the building to the packing room where they are inserted, by hand, into shipping cases fed to the operator by inclined roller conveyor.

284 MODERN PACKAGING

This unit is likewise automatic. It is equipped with a Sterilamp by which the interior portions of the caps are sterilized, as they come down the feeding slot to the capping head.

A few feet from the capper, a bottlescope is installed. This consists of a strong light source, set immediately behind the conveyor line, and a large magnifying lens immediately in front of the line. As each bottle passes between light and lens, inspectors examine it for flaws in the container or foreign substance in the product.

As was the earlier bottling room, the new bottling room is supplied with washed and filtered air under slight pressure. All openings from the room, therefore, are kept as small as possible.

The conveyor, carrying filled and capped bottles, passes through one such opening on its way to the labeling machine. This is a straight line unit, discharging directly to a cartoning machine. As the bottles are transferred from labeler to a cartoner, a deflecting device turns them from vertical to horizontal position.

The cartoner discharges its product on to a gravity conveyor and the completed packages pass on this through the end hall of the building into the case loading room. Here a single operator loads the cartoned product into corrugated cases which have previously been erected. These are brought up to the loading stage and carried away from this point on an inclined roller conveyor.

The new system requires fewer operators than the old and has reduced the manual labor even for these to a great extent.

Only one man is required full time in the basement. The second man devotes less than a quarter of his time to watching the loading of the conveyor, spending the balance repairing cases, etc. An operator is still required, of course, for loading the sterilizer.

A male supervisor and three girls handle the bottling room. The supervisor loads the caps into the capper and has charge of cleaning. One girl is stationed at the delivery conveyor of the sterilizer, one at the bottling machine and one at the bottlescope, the new operation not included in the old system. In drawing a comparison of the amount of labor required by the new and the old system, in all fairness, the girl who is employed at the bottlescope should not be included, since this is an added function and incidentally one of great value.

One man and two girls take care of the labeling and cartoning machines. A helper (*Continued on page 320*)

* * *

Credit: Bottle case conveyors, Norfolk Iron Co. Soaker and sterilizer, Rice & Adams Co. Bottle conveyor, filler and capper, Pneumatic Scale Corp., Ltd. Labeler (McDonald), Pneumatic Scale Corp., Ltd. Cartoner, F. B. Redington Co. Bottles and closures, Owens-Illinois Glass Co. Corrugated carton liner, Hinde & Dauch Paper Co. Cartons, National Folding Box Co. Label and package insert, Bowlby Press.

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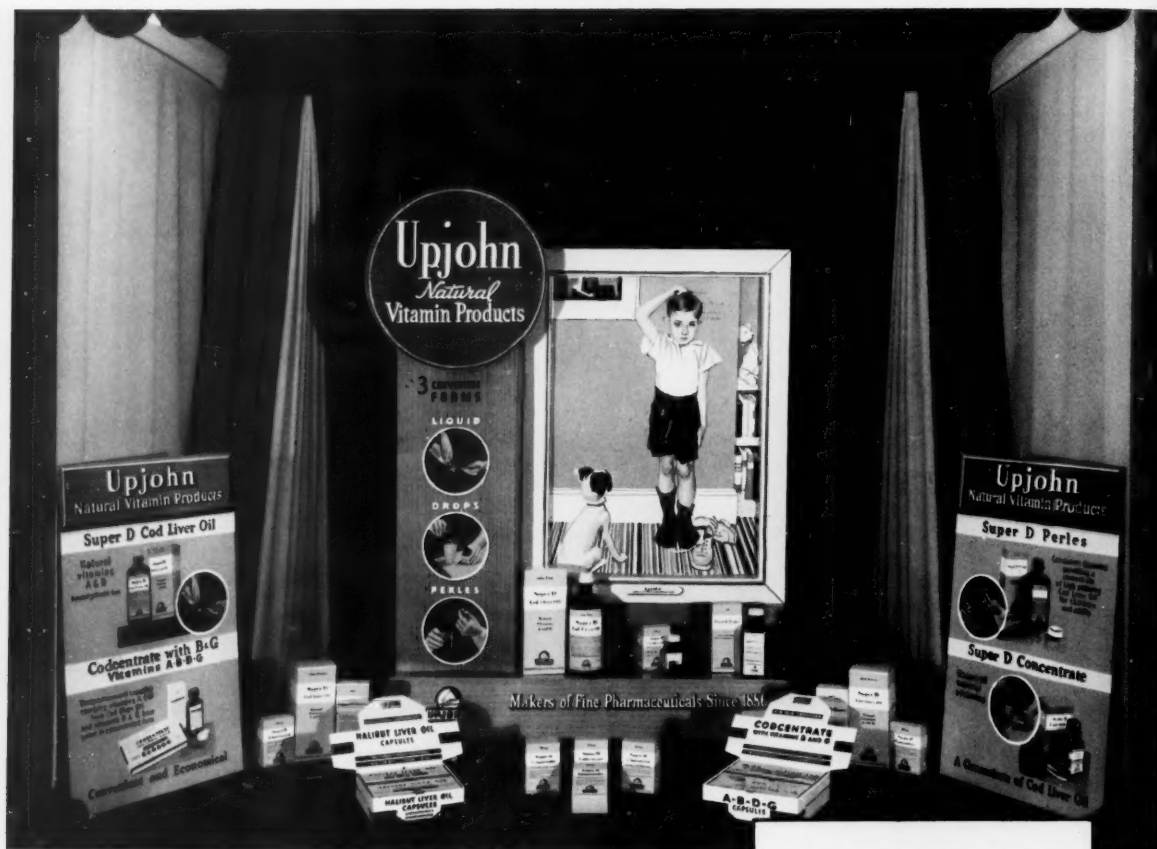
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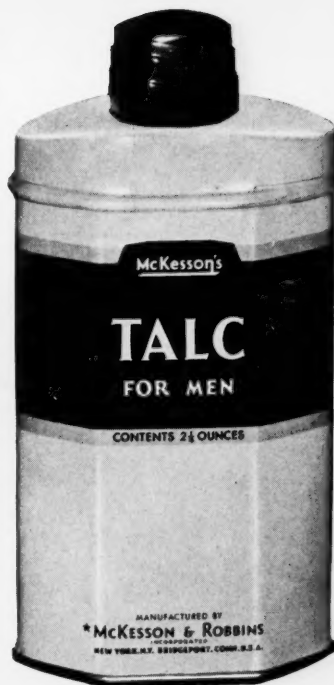
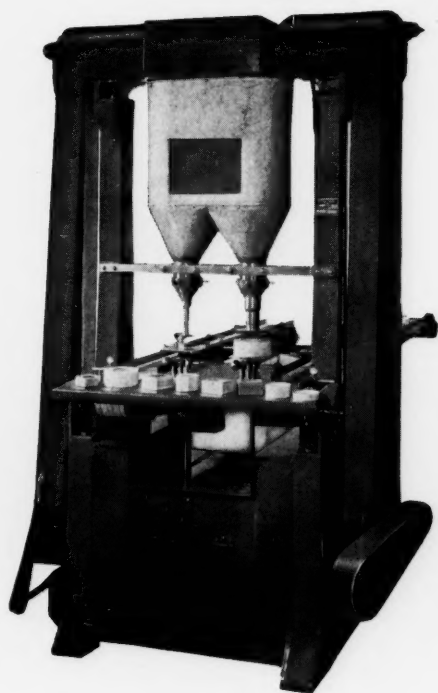
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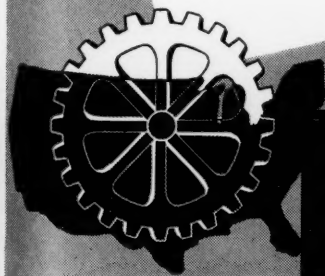


U. S. Automatic filling equipment is used by the giant McKesson & Robbins drug manufacturing company for their powder-filling. Therefore, U.S. Automatic equipment was used to fill the important Calox and Talc cans in the McKesson & Robbins TOP AWARD winning All America entry. This is only one instance of an important production line featuring our machinery.

Another very important (and TOP AWARD winning) packaging line utilizing U.S. Automatic equipment is that of the Shefford Cheese Company. On

their novel cheese wrapping line, the highly important outer cardboard container is set up and glued from the flat blank on one of our Brightwood Box Machines.

We invite you to write for full particulars on the filling machine used by McKesson & Robbins (model MH) and on the Brightwood Box Machine used by the Shefford Cheese Company; as well as for complete data on our entire line of modern high-speed packaging machinery.



U. S. AUTOMATIC *Box Machinery Co. Inc.*

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NATIONAL PACKAGING MACHINERY CO. • CARTONING MACHINERY CORP.

18 ARBORETUM ROAD, ROSLINDALE, BOSTON, MASS.

Branch Offices: NEW YORK CHICAGO, ILL.

High-Speed Adjustable Filler

Five sizes and shapes of Gilbey Gin bottles are packaged in a single filling line by National Distillers Products Corp.

In the giant Cincinnati distillery of the National Distillers Products Corp. are packed the line of Gilbey Gins in quite a wide range of sizes and shapes of bottles.

For bar use a frosted, round, quart bottle is utilized. A square, quart bottle with shorter neck and a square, fifth bottle of similar shape, but differing in dimensions, are likewise packed. The product is also marketed in a flask shaped, pint bottle and in a similarly shaped half-pint container. All five of these containers are filled in substantial volume on a single machine capable of unusually high speed and having a number of distinctive features.

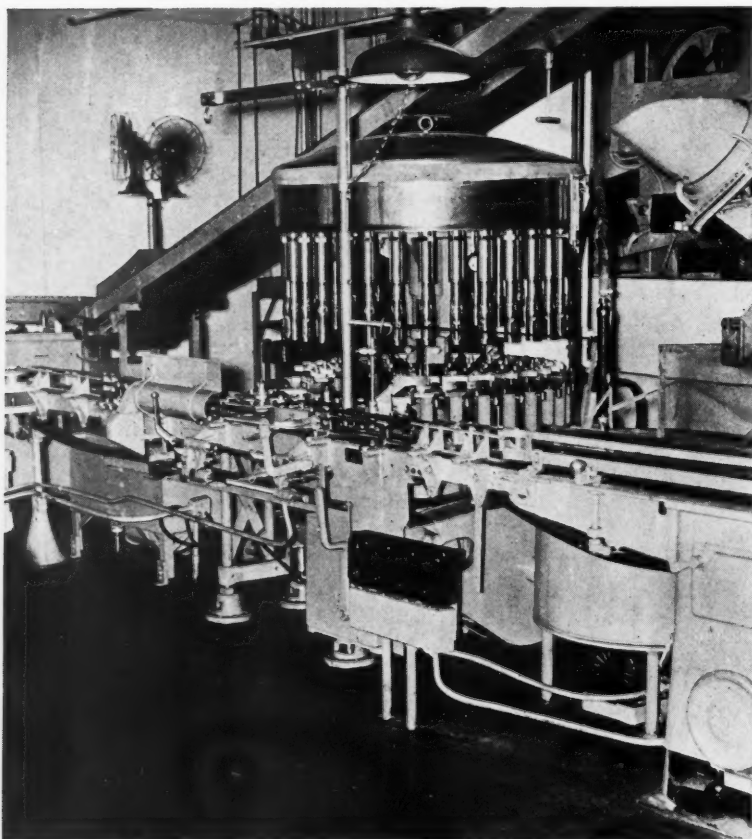
This 32-valve machine is one of the largest and highest production liquid fillers ever built, being capable, it is claimed, of handling bottles without jamming or break-

age at speeds of as high as approximately 400 per minute.

The unit is readily adjustable, as may be seen by the National Distillers' experience, and is capable of conveniently handling both round and irregular shaped bottles automatically.

Automatic safety devices, integral with the machine, are utilized to stop the unit in case of jam at the discharge conveyor. Thus bottle breakage is prevented and damage to the machine, from choke-neck bottles, is completely eliminated.

As installed at the Gilbey plant, the automatic rotary filler receives the empty containers directly from an automatic washer. The bottles pass over a star wheel to their positions under the filling heads, making a complete revolution of the machine, while filling. Under operating conditions, during production, therefore, 32



The 32-head rotary filler is equipped with automatic safety devices which stop the unit in case of a jam at the discharge conveyor and thus eliminate chance of damage to the machine from choke-neck bottles.

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A Royal Line... for a ROYAL PACKAGE!

STOKES & SMITH PACKAGING EQUIPMENT WINS AGAIN...

TOP AWARD in the Machinery and
Equipment Group for a complete instal-
lation line. This one is at STANDARD
BRANDS, INC., Brooklyn, N. Y.

ROYAL
VANILLA
PUDDING

ALSO
MAKES DELICIOUS
HOME-MADE
ICE CREAM

U. S. CERTIFIED COLOR ADDED
MADE WITH ARROWROOT, SUGAR, CREAM, SALT,
VANILLA AND OTHER NATURAL FLAVORING
NET WT. 3 OZ. MAKES 1 PINT
4 TO 6 SERVINGS

ROYAL
CHOCOLATE
FLAVOR
PUDDING

ALSO
MAKES DELICIOUS
HOME-MADE
ICE CREAM

U. S. CERTIFIED COLOR ADDED
MADE WITH ARROWROOT, SUGAR, CREAM, SALT,
VANILLA AND OTHER NATURAL FLAVORING
NET WT. 4 OZ. MAKES 1 PINT
4 TO 6 SERVINGS

ROYAL
BUTTERSCOTCH
PUDDING

ALSO MAKES DELICIOUS ICE CREAM
U. S. CERTIFIED COLOR ADDED
MADE WITH ARROWROOT
NET WT. 4 OZ. MAKES 1 PINT
4 TO 6 SERVINGS

THE PRODUCTION SPEED IS 75 PACKAGES PER MINUTE

S Complete Automatic Packaging Lines feed cartons, bottom seal
them, insert made-up bags, fill the desired amount of material, close and
seal bag (independent of the carton) then top seal the carton.

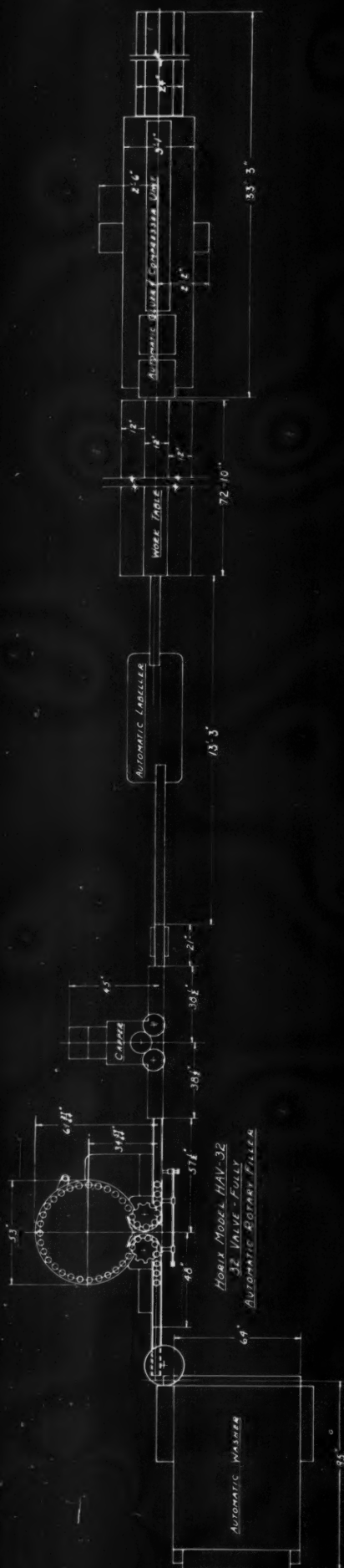
Perhaps this is why after one line was installed at Standard Brands
additional lines have been added until now this is one of the most complete
packaging plants in the country.

STOKES & SMITH CO.
PACKAGING MACHINERY PAPER BOX MACHINERY
FRANKFORD, PHILADELPHIA, U. S. A.



Complete Bag Can Be Removed.

INVESTIGATE... S & S EQUIPMENT FOR YOUR PRODUCTS... FILLING... PACKAGING
WRAPPING... AT SPEEDS TO SUIT YOUR NEEDS... 15 TO 120 PER MINUTE.



bottles are continuously at varying stages of fill.

A second star wheel discharges the filled containers onto a continuation of the same belt conveyor used to bring the bottles up to the machine. This, in turn, feeds to a high-speed capping unit and thence to an automatic labeler.

The conveyor leaves the automatic labeler and proceeds down the center of a 72-ft. work table. Here, girls apply the finishing touches to the various packages, including all operations up to case filling.

The conveyor belt then discharges the filled cases into an automatic gluer and compression unit after which the product is carried by chute and conveyor to warehouse rooms or shipping platforms.

It is worthy of note that the entire line is so designed as to permit of continuous work at all stations beyond the capper, even though a stop should occur, temporarily at the filling, washing or capping points. Conveyors between each point hold an adequate supply of containers to permit of continued operation for some minutes, particularly at the 72-ft. work table.

The bottle filler utilizes stainless metals at all points where machinery comes into contact with product or packages and is so designed as to permit of easy and thorough cleansing. Adjustment for sizes and shapes of bottles is reported to take relatively short time, thus minimizing shut-down time for adjustments. This factor of adjustability is particularly important to the liquor industries—among others—because of the wide variety of bottle sizes and shapes and because of the constant possibility of legislative or administrative regulations affecting and changing such sizes.

* * *

Credit: Automatic rotary bottle filler, Horix Manufacturing Co. Bottles, Owens-Illinois Glass Co. Closures, Aluminum Seal Co., Corks, Mundet Cork Co., Secondary Viscose Seals, E. I. du Pont de Nemours & Co., Inc. Labels, Nivison-Weiskopf Co.

Plan of the Gilbey Gin packaging line at the Cincinnati plant of the National Distillers Products Corp. Bottles pass through an automatic washer from which they feed, by chain conveyor, to a 32-valve automatic rotary filler. The filler, in turn, feeds an automatic capper and the packages then pass to an automatic, straight-line labeler. The labeler discharges to a 72-ft. work table where secondary seals are applied and the packages finished and packed into cases. An automatic case gluer and compression unit finishes off the line.

What's New?

in Tube Packaging Methods and Equipment?

DO YOU KNOW

● there is now available a solderless, clipless tube closure that is positively air-tight and leak-proof?

● that with this patented Westite Hermetic closure perishable foods, light oils, artists' colors, tonics . . . products impossible to seal securely by ordinary methods, are now being packaged in tubes, even for export?

● that you may be able to make this air-tight, leak-proof closure, using your own filling machines, at a comparatively small investment in new equipment?

● that it is now possible to put the same quantity of material into shorter tubes, to save tube metal and improve the appearance of the package?

● that machines are now available for filling free-flowing granular materials into tubes?



Improvements in machines and methods for packaging in tubes have been numerous during the past year or two. Collapsible tubes can now be used for practically all liquids, semi-liquids and pastes. A choice of closures is made available by improved machines, so that the most suitable closure may be selected for any specific material. Improvements in design and construction have increased machine flexibility and productivity.

We've put the story of these and other developments into a new 24-page catalog.

Write for your copy and see "What's New."

F. J. STOKES MACHINE COMPANY
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Representatives in New York, Chicago, Cincinnati, St. Louis,
Cleveland, Detroit, Boston
Pacific Coast Representative: L. H. Butcher Company, Inc.

F. J. Stokes

PACKAGING EQUIPMENT



Box Lining and Sealing Machine

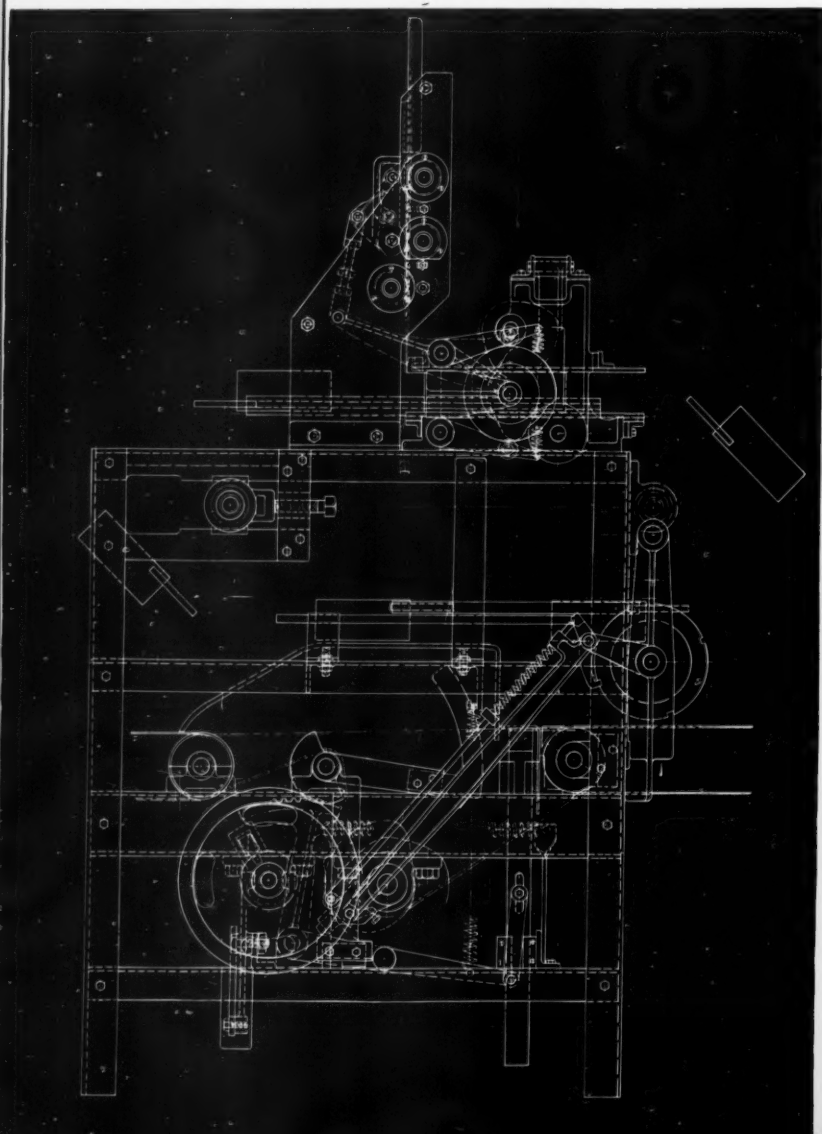
Development created to meet new conditions imposed by transparent wrapping of process cheese

During the last year a pronounced trend towards the encasement of processed cheese in transparent materials has become evident throughout the cheese industry. In view of the volume production of the larger units in this industry and in view of the manner in handling processed cheese, it was necessary that the packaging operations be of a kind which could be conducted on an automatic basis.

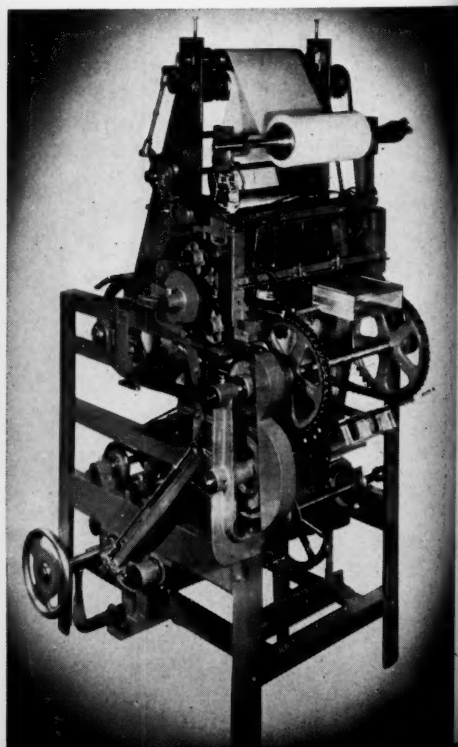
Many new transparent materials were tested. After much experimentation the Lakeshire Division of the Borden Co. decided to adopt specially coated, printed cellophane to replace the foil which had formerly been utilized by the company.

To handle this coated cellophane a machine was necessary and since this was an entirely new development for the packaging of processed cheese, no equipment was available.

The new machine which has now been accorded recognition by the judges of the All-America Package Competition was to be devised to do the entire job automatically. As developed, the machine handles printed rolls of transparent materials. It cuts the roll automatically into sheets of the correct size, and forms each sheet into an envelope, applying heat seals into the proper size. It then inserts the newly formed envelope into the paper (Continued on page 320)



Left: Diagrammatic view of the new machine. Transparent cellulose is fed from the roll and cut automatically into sheets of correct size. Each sheet is then heat sealed to form a bag and the bag inserted into a paperboard carton. The cheese is poured in hot and solidifies to brick shape. The bag is then hermetically sealed over the cheese to form a printed, transparent cellulose encasement. Below, the new machine, as it appears on the packaging floor, is a compact unit occupying small floor area.





ANOTHER

Award Winner

IN THE ENDLESS LIST OF
UNIT-WRAPPED PACKAGES

A one-cup package of ready-to-use Barrington Hall Coffee, utilizing aluminum foil specially prepared for Sealrite Unit-Wrapped packages is a First Award Winner in the 9th Annual All-American Package Competition.
UNIT-WRAPPED BY IVERS-LEE

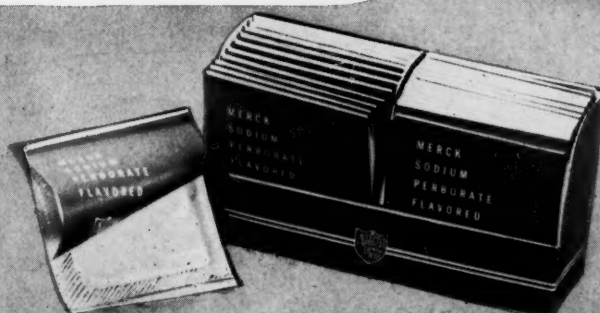
The Unique and Outstanding Advantages of Unit-Wrapping are again proven in this attractive and practical package **for coffee**—To seal each unit (whether pill, tablet, capsule, powder, paste or liquid) in its own individual compartment—convenient for immediate use, protected from dirt, germs and moisture, and definitely precluding the possibility of substitution—is to provide a package of outstanding merit and effectiveness.

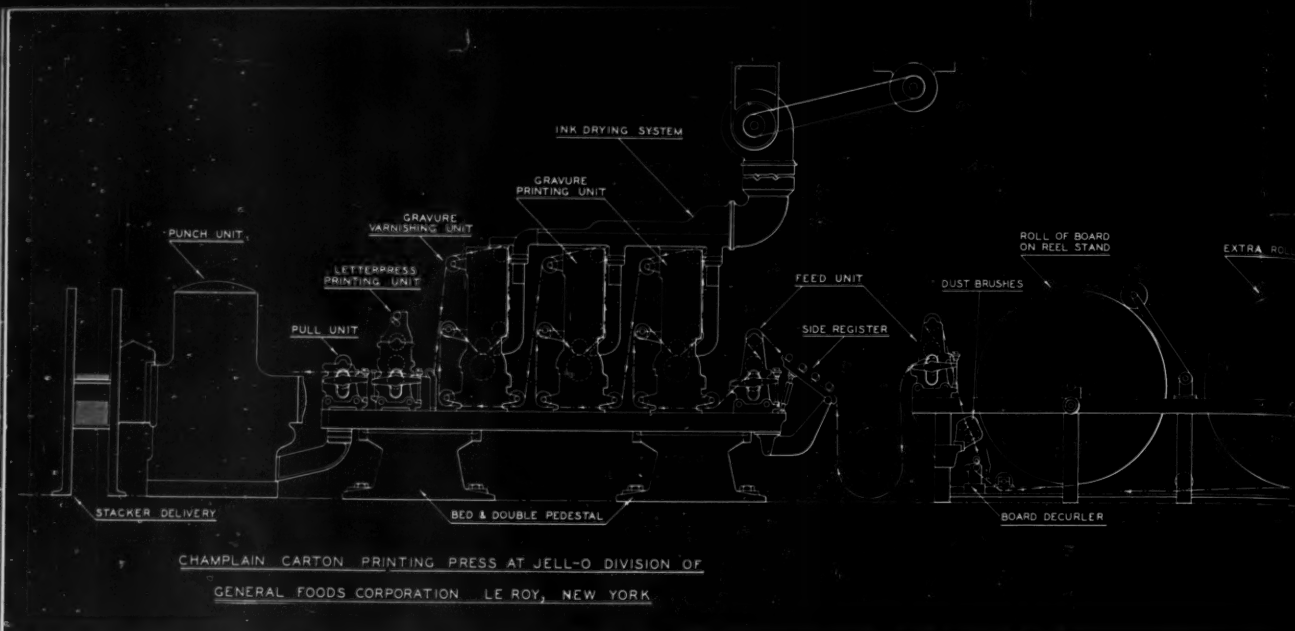
Whatever your product, and however merchandised, it will pay you to consider unit-wrapping. We shall be glad to give you details pertinent to your situation.

THE UNIQUE PACKAGING SERVICE WHICH IS

IVERS-LEE COMPANY
NEWARK, N. J.

Let us serve as **your** packaging department—receive your product in bulk, store, unit-wrap, insert literature, ship according to your instructions.





1. Diagram of one of the two new presses showing—at right—the roll-feed and board decurling devices. Two gravure printing units and a gravure varnishing unit are followed by a letterpress printing unit. The web then feeds to a die-cutting and stacking section.

Gravure Carton Printing Press

Newly developed units at the Jell-O plant reported cutting previous carton production costs by more than 25 per cent.

At LeRoy, N. Y., in the plant of the Jell-O Division of the General Foods Corp., a newly developed type of carton printing press is producing savings over previous costs in excess of 25 per cent.

The installation consists of two presses, each of which prints carton blanks from a roll of board by a combination of gravure and letterpress methods. Each press, in addition to printing, scores, die-cuts and delivers the finished blanks ready for the gluing operation.

The installation is unique in several respects. First, this represents one of the only instances in which gravure is used for printing cardboard. Secondly, the machine has been developed in such a manner as to permit a degree of register control which had not been possible by previous methods. Finally, by performing all operations on a single machine, the company has succeeded in effectively speeding up production, cutting waste, reducing handling, and reducing floor areas devoted to the production of cartons.

Under the methods formerly used in producing the Jell-O carton blanks, the first two colors were applied on sheet-fed, letterpress machines. The printed sheets were discharged and stacked on skids for drying. This usually required from 24 to 48 hours. After this

period, the ink would be sufficiently dry to permit of the printing of the third color and of the overprint varnish on a second letterpress.

After a second drying period—again requiring 24 to 48 hours of skid storage, a sheet-fed cutting and creasing press, was utilized. Finally, after these three interrupted operations, it was necessary for hand operators to remove the scrap. The older method thus involved many days of operation with repeated handling of materials between operations and a consequent heavy handling expense.

Inventories of materials in process were necessarily high. The space required by the older machines and by the semi-finished work—during drying periods—was many times that now required by the new presses.

The new machines work from the roll. The feeding end of the unit being equipped with a reel stand and a stand which holds an extra roll ready for use immediately upon the completion of the preceding roll. The web feeds through a board decurler and then through a series of dust brushes which prepare it for the printing units. It then passes through a feed unit, then through a device which adjusts side registry and thence through a second feed unit.

At this point it has reached the main bed of the

1940 CHRISTMAS PAPERS

JOYOUS NOEL

010-S BLUE

HOLLY and MUSIC

00732 SCARLET

EVERGREENS

05923 ROYAL BLUE

MARVELLUM

THIS INSERT PRINTED ON CHEVRON IMPRESSION - 02020 TURQUOISE

FOR ALL-PURPOSE and DISTINCTIVE PACKAGING PAPERS

Chevray Silvergloss

058 Dark Green

Shadow Cretonne

01723 Dark Blue

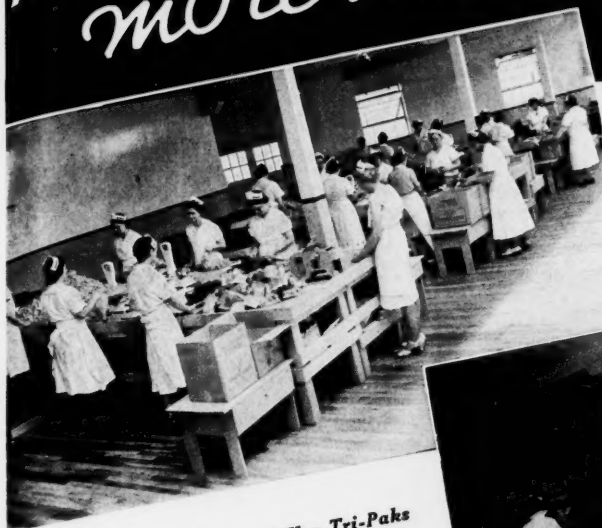
Bridal Wreath

00432 Scarlet

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PACKAGING PRODUCTION more than doubled on POTATO CHIPS



TO —12 girls 4 Elec-Tri-Paks
..... 304 dozen bags per hour
weighed, filled and sealed no
waste no breakage less floor
space chips untouched by hu-
man hands better-looking
packages! →

← **FROM** —14 girls only
140 dozen packages
per hour a lot of floor
space considerable break-
age and waste high costs.



Red Dot Foods, Inc., modernizes with battery of 4 Elec-Tri-Pak Weighers!

THE example given here of the benefits of modern Triangle Packaging Machinery is a picture of *real* packaging economy.

But, it is a picture that is being duplicated in hundreds of plants and can be duplicated in your own plant.

The new Triangle-Rapp Elec-Tri-Pak Weigher which successfully handles a range of products from hardware to potato chips and marsh-

mallows, is just one of a number of modern Triangle machines designed to effect worthwhile packaging economies.

Send for your free copy of the colorful new booklet **FACTS AND FIGURES ON PACKAGING THE TRIANGLE WAY**. It's cram full of authenticated performance data on Triangle equipment in well known plants. It may show you how to save money and increase profits. Get your copy **NOW!**

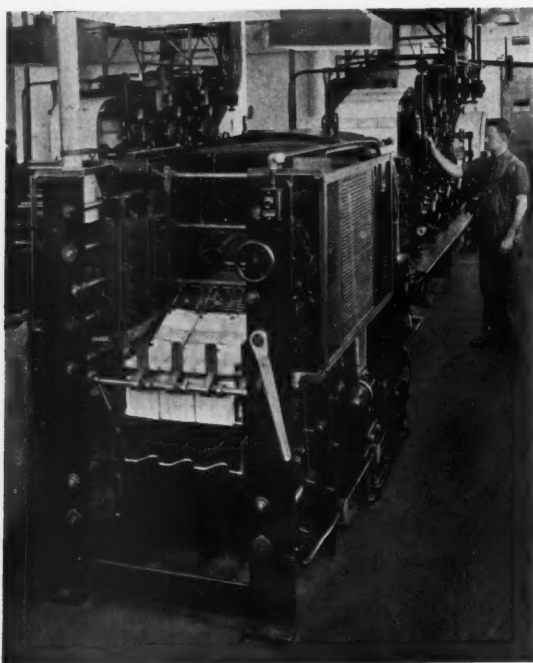
See Our Machines in Operation at the Packaging Exposition

TRIANGLE PACKAGE MACHINERY CO.

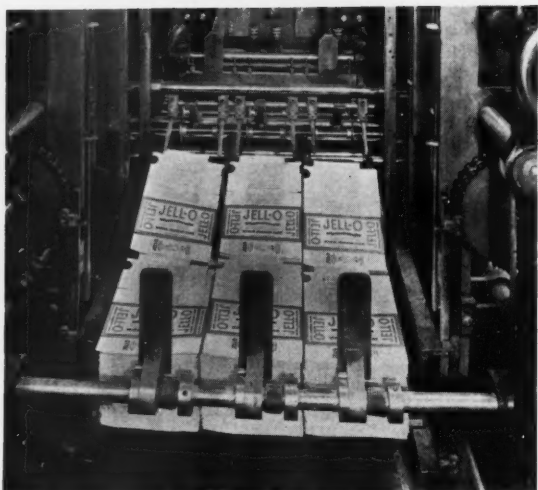
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Denver—1525 Wynkoop St.
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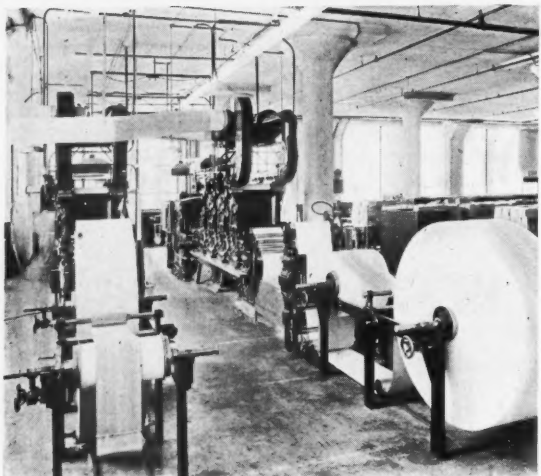
San Francisco—111 Main Street
Birmingham—901 S. 38th St.
Cleveland—5927 Euclid Ave.
Foreign Office—44 Whitehall St., New York



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printing section and passes successively through two gravure units applying color. A third gravure unit next applies an overprint varnish. This operation is immediately followed by a letterpress imprinting.

In this last imprinting operation, the name of the flavor and the recipes which appear on the side wall of each package are applied. There are a large number of these recipes and these are changed at frequent intervals, but the changes require plate changes only in the letterpress unit.

Proper tension on the web is maintained by a pull unit located immediately after the letterpress unit and feeding directly to a punch press which cuts, strips and scores the carton blanks. An automatic counting device records production as the finished blanks are fed onto a stacking delivery.

The punch press is fitted with long-life metal dies for uniform and accurate punching.

The Jell-O carton blanks are now being produced on each press at a rate of 600 per minute with an efficiency in excess of 80 per cent.

In regard to waste, the company states, "Exclusive of trim and cuttings, our average per month has been 2.6 per cent. This not only includes cartons out of register, etc., but also the tare from the roll wraps and cores. We consider this quite reasonable!"

Sufficient time since the installation and adjustment of these machines has not elapsed to permit a final determination of their full economy. But it is estimated that savings in excess of 25 per cent will be obtained over previous costs.

Credit: Machines designed, manufactured and installed by the Chambron Corp.

2. General view of one of the new presses as seen from the delivery end. The unit finishes carton blanks at a rate of about 600 per minute. 3. Close-up view of the delivery end of one of the presses. The punch-press unit is fitted with specially designed long-life metal dies for uniform and accurate punching. Carton blanks are scored, cut and stripped from the web and then delivered in counted stacks. 4. View of the roll-feed ends of the two presses. Two rolls are always held ready for use, one being replaced while the other is feeding the press. From the master roll the web passes through a decurler and a board cleaning device and thence, through feed units, into the press itself. Note the air-suction ink drying system flues overhead.

SO WHAT?

Again Consolidated shares generously in the annual distribution of awards—
So what?

Merely this: Such recognition must at least indicate specific instances where in the judgment of experts Consolidated has accurately diagnosed the users' requirements and provided a conspicuously sound mechanical means for meeting them.

For seven consecutive years CaPeM HOEPNER and SEALTITE as trade names have figured prominently in these awards . . . and always in direct association with upper-bracket concerns and nationally known products . . . Here we rest our case.

1. *Multi-Wall Paper Bag Closing Unit*
2. *CaPeM Rotary Capper*
3. *Hoepner 100 lb. Automatic Scale*

NOTE:

The recently announced Universal Kottoner is a fitting addition to our line. If you package tablets or pills, write for descriptive folder.

CONSOLIDATED PACKAGING MACHINERY CORP.

1400 WEST AVENUE

BUFFALO, N. Y.



CONTAINER CORPORATION OF AMERICA
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Please send me a copy of "Folding Cartons +," your new book on folding cartons.

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Special surface treatments such as varnish, lacquer, gloss inks and paraffin call for special kinds of boards. Constant studies in the laboratory enable us to give you the exact board to fill your requirements. Your problems of packing, shipping and marketing are of vital concern to chemists who work tirelessly to insure the plus-value of "Concora" cartons. . . . Mail the coupon at left to learn how your special carton problems can be solved.

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Paper Bottle Former and Filler

New compact unit for smaller dairies
adopted by Borden Dairy Sealed plant

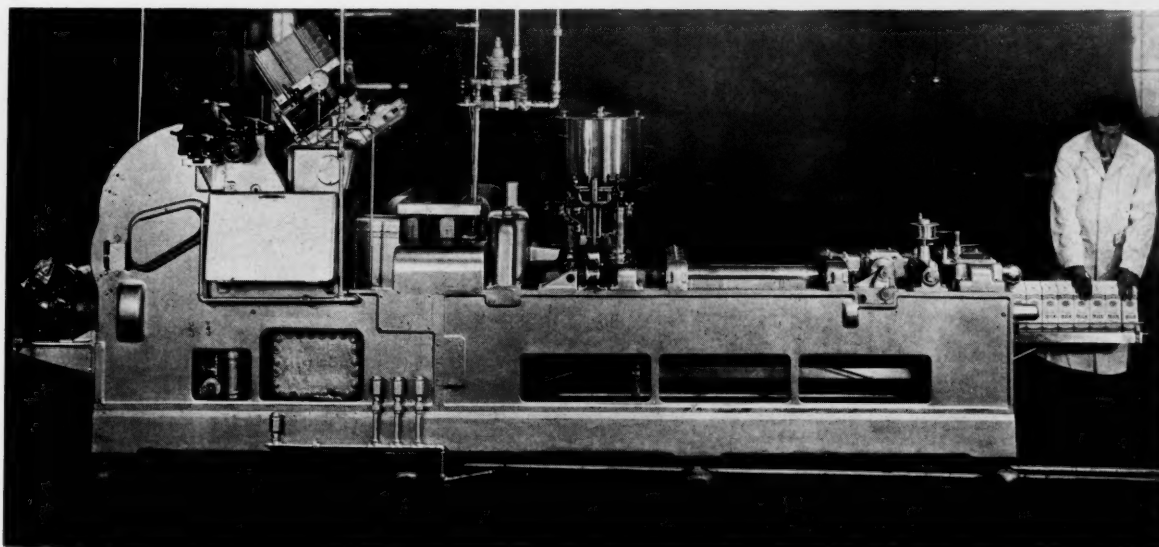
In the Dairy Sealed plant, division of the Borden Co., there is a newly installed machine for forming, sterilizing, cooling, filling, sealing and dating 22 containers per minute in an automatic operation. The machine is in many respects similar to their larger machines. It is distinctive in that it is designed especially for small and medium sized dairies. The unit measures less than 18 ft. in length and occupies only 50 sq. ft. of floor area, with its capacity of performing the complete series of packing, filling and sealing operations on all standard size packages including quart, pint and half-pint. Flat container blanks enter the forming unit in the front end of the machine and emerge at a rate of 22 per minute ready for casing and delivery only 18 ft. away.

On the forming unit, vacuum cups automatically feed the flat container blanks, as received from the card manufacturer, to square forming mandrels. The containers are opened and formed, the bottles are glued and the whole is sterilized inside and out with hot paraffin. All paraffin is preheated and passed through

1. The paper "bottles" produced on the machine at the Dairy Sealed plant are of compact, rectangular shape without protruding edges. The slant walled top has a self-contained closure integral with the "bottle" wall and unhandled by human fingers until opened by the consumer. 2. An idea of the compactness of the new unit may be gained by comparison with the man working at the delivery end of the machine. The single machine forms and erects the container, fills it and seals it, cooling and dating 22 packages per minute.

a fine filter screen and the containers are then passed on to the filling unit where two mechanical piston injectors actually fill, as the paper bottles pass under the supply tank. The filling unit is so constructed as to permit its being taken apart in short order, with only the cylinder and intake feedings remaining on the machine. These latter can be very easily cleaned, as they are open at the top and bottom and have neither corners nor bends that are inaccessible. Stainless metals are used exclusively on all parts of the filling unit and gaskets have been entirely eliminated in the design to assure full sanitation at all times.

The filled packages then travel on conveyors through a refrigerator unit, housed under a metal enclosure.



AN *AMAZING NEW* KIND OF PACKAGE . . .

AIR-TIGHT . . . MOISTURE-PROOF . . . LIGHT-PROOF



Reg. U. S. Pat. Off.

EASY TO USE. Simply tear open one end of the envelope and empty out the contents. The small, flat package requires minimum space.

The full name is **ALCOA**

... MADE OF ALUMINUM FOIL OF HEAT-SEALED!

Top Award Winner, 1939 All-America Package Competition;
Opaque Wraps, Bags and Envelopes Classification...

Here's food for thought for any manufacturer of hygroscopic powders, crystals, or tablets packed in small quantities. It's a new, low-cost, handy-to-use package that fully protects the contents against air, moisture and light.

The package consists of Alcoa Aluminum Foil laminated on the outside to a transparent cellulosic sheet to give extra strength. The foil is coated on the other side with a tasteless, odorless, thermoplastic adhesive. All four edges are sealed air-tight by means of heat. Ungummed labels are applied by heat also.

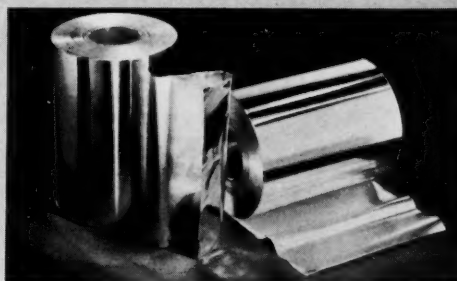
The result: at extremely low cost, an absolutely hermetic package that is also water-proof, vapor-proof and light-proof. Barrington Hall Coffee, an instantly soluble type and therefore sensitive to air and moisture, has used this new package with complete success for over a year.

Consumers like the package because it is easy to open and empty by just tearing one end. The small size is another convenience. May be carried in the pocket or purse.

This amazing package was developed for Baker Importing Company, makers of Barrington Hall Coffee, through the collaboration of the Aluminum Company of America, producers of the foil; Eastman Kodak Company, producer of the cellulosic sheet; the Dobeckmun Company, who laminate the materials; and the Ivers-Lee Company, machine manufacturers. Should you see possibilities of using a heat-sealed Aluminum Foil package for your products, write Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pa.



VAPOR-PROOF, WATER-PROOF. Aluminum Foil itself is, of course, impermeable to air and moisture. So are the tight, heat-sealed edges of envelope.

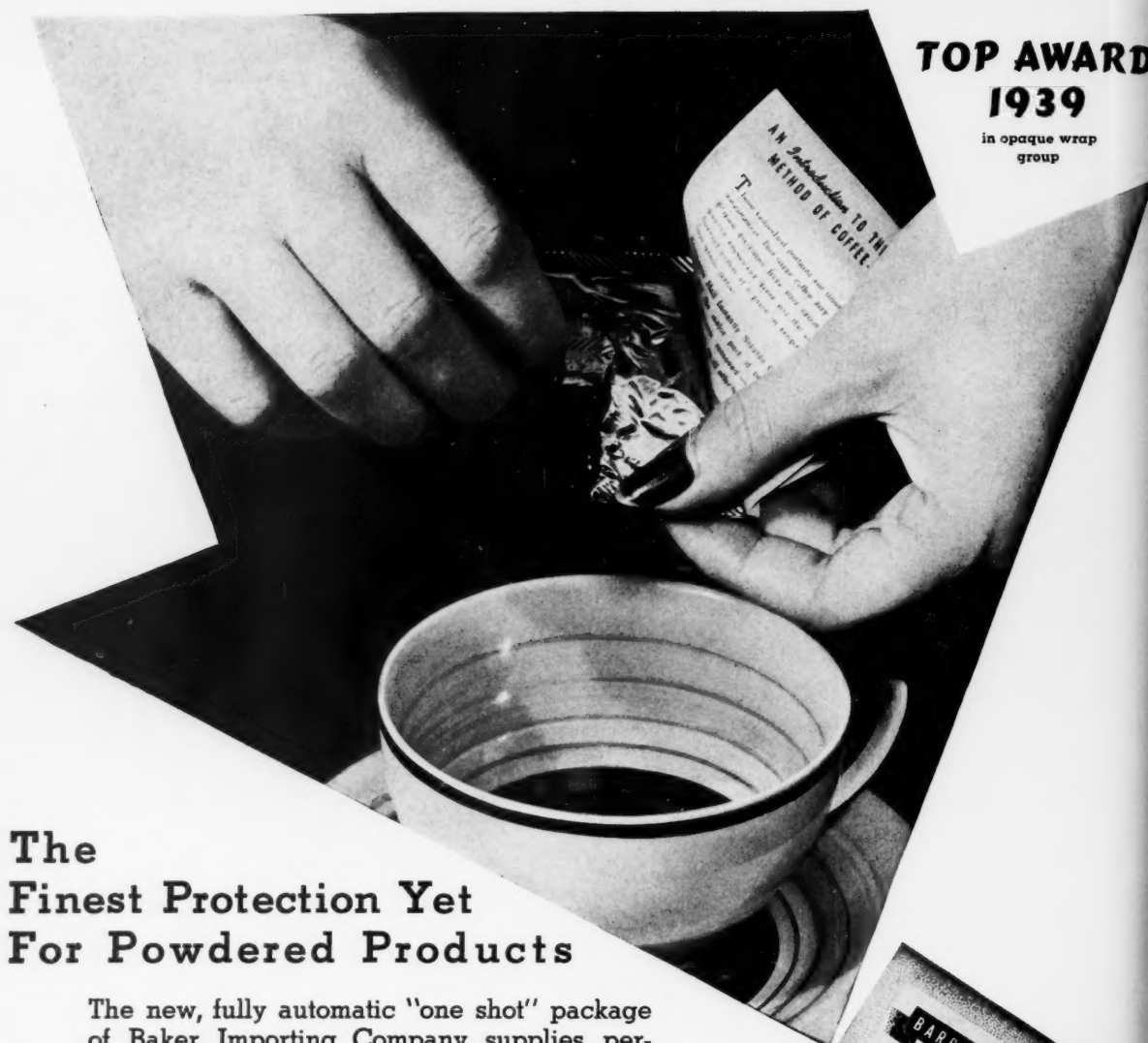


LOW IN COST. Aluminum Foil, backed with cellulosic sheet, costs very little. Supplied in rolls. Two webs feed into an automatic machine which forms, fills and seals at rate of 50 to 80 per minute.

ALUMINUM FOIL

**TOP AWARD
1939**

in opaque wrap
group



The Finest Protection Yet For Powdered Products

The new, fully automatic "one shot" package of Baker Importing Company supplies permanent protection against all the elements—air—light—moisture—heat. It's a product of Dobeckmun research in collaboration with Aluminum Company of America and Ivers-Lee Company.

Prize awards are gratifying, but even more so is the satisfaction of solving problems—of providing new protection to products and pocketbooks.

Write us on any problem involving—

"Cellophane" packaging in bags, envelopes, sheets or rolls.

Foil package laminations.



Fabricated from aluminum foil laminated with cellulose acetate and a special heat-sealing coating.

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SPARKLE



and



DURABILITY

Marshall's Marcellulose Lacquer

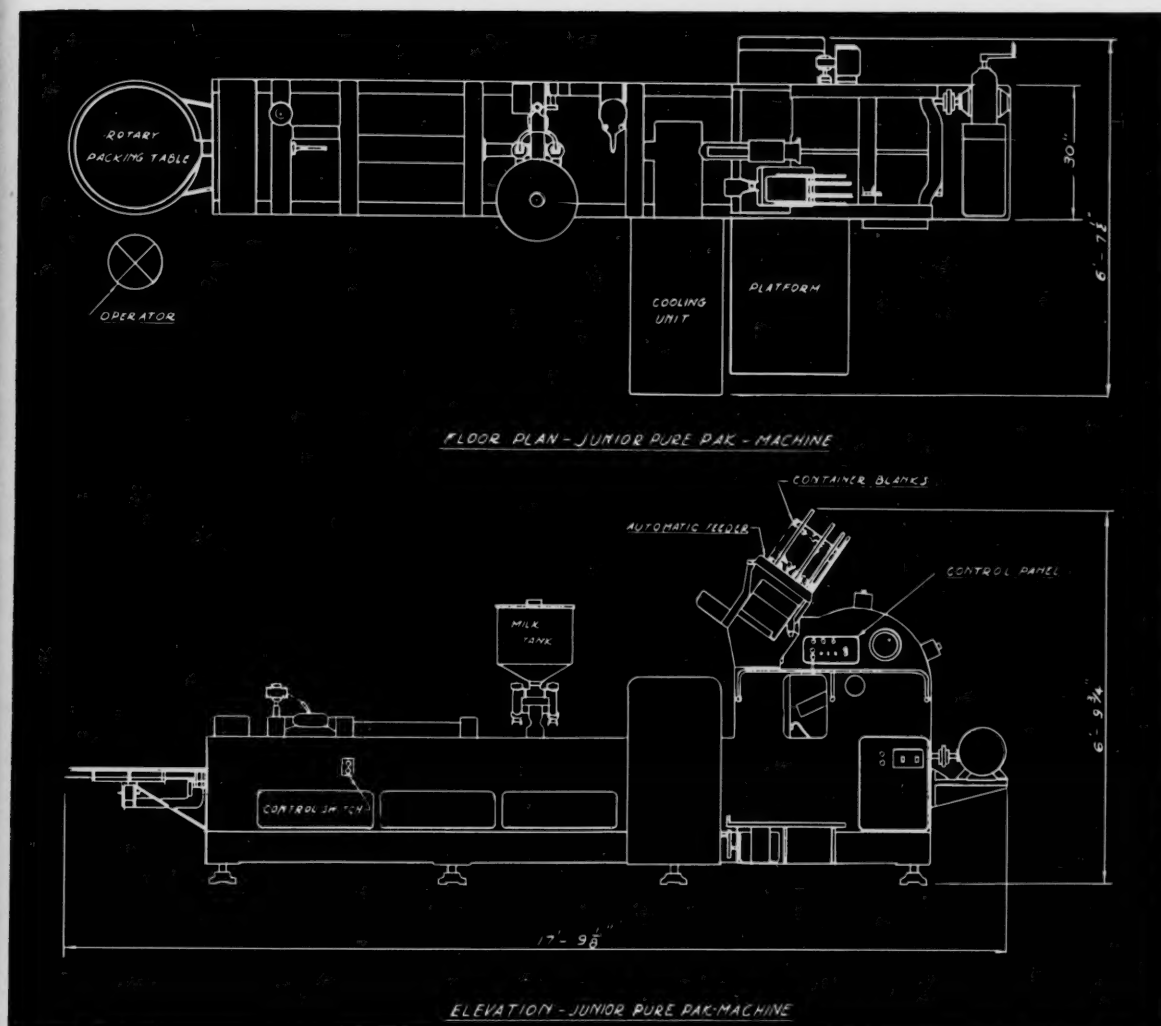
It's the only lacquer that gives you the sparkle and durability of a diamond. Give your jewelry that extra sparkle and durability by using Marshall's Marcellulose Lacquer. It's the only lacquer that gives you the sparkle and durability of a diamond. Give your jewelry that extra sparkle and durability by using Marshall's Marcellulose Lacquer.

Marshall's Marcellulose Lacquer is available in 1/2 pint and 1 quart sizes.

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3. Floor plan and elevation of the new machine showing relation of the portions performing various operations. Container blanks are fed automatically to square forming mandrels. Containers are formed, glued and sterilized, inside and out with hot paraffin. They then move under the filling unit after which they pass through a section of the machine where refrigerated coils cool the product. In the sealing unit the slanting top is formed and sealed under heat and a pressure of 3000 lbs. A tamper-proof, heat-sterilized staple is used and a stamp impresses the date and code marking on the sealed edges of the container top. Delivery is then made to a rotary packing table where a single operator fills the containers into corrugated carriers.

A double track provides traveling for the containers in a minimum area. The cover of the refrigerator unit may be lifted for cleaning—a very easy operation.

The open and filled containers then proceed to a sealing unit, where the sliding top is formed and sealed under heat and 3000-lb. pressure. A tamper-proof, heat-sterilized staple is stitched into the top and a stamp impresses the date and code mark.

The machine, it is claimed, is extremely flexible in that it can be readily changed over for handling, erecting and filling pint or half-pint packages as well as quarts. The change from quarts to pints can be made

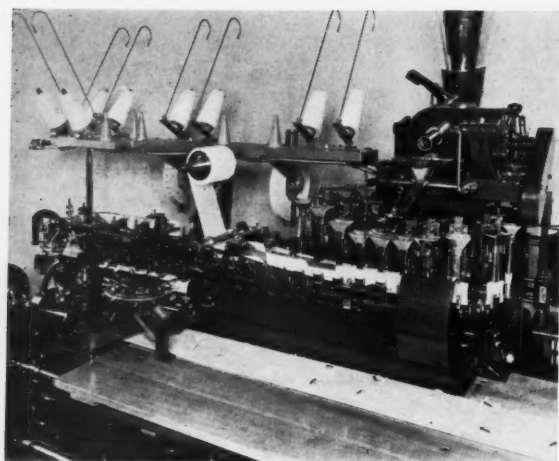
without stopping the machine, by simply closing one of the two cylinder valves and thus cutting the flow exactly in half for each container. The turn of a crank raises the height of the "bottle" conveyor to allow for the difference in height of the two types of containers. To change to half pints, it is necessary to change the stroke of the filling piston as well as the conveyor height.

* * *

Credit: Machine designed and manufactured by Ex-Cell-O Corp. Container blanks produced by Single-Service Containers, Inc.

Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY • METHODS and SUPPLIES



HIGH-SPEED TEA BAGGER

A new high-speed tea bagger has been developed by Pneumatic Scale Corp., Ltd. which is said to produce approximately 7000 tea bags per hour. In the illustration may be seen a general view of the back of the machine with its packing table visible at the left. Pure gauze or porous paper, fed from a roll, is formed into a V-trough, held and pulled forward by regularly spaced gripper jaws. Prior to the jaws closing on the traveling band of gauze, a funnel, moving at the same rate, is lowered into the trough and thus a series of bags is formed, though still all joined together. From an overhead supply, an accurate quantity of cut tea is measured into each moving funnel and thence down into the gripper formed compartment within the gauze or paper trough. With the tea in place and just before swinging around to the back of the machine, each individual bag is cut off from the continuous trough and is ready for stitching on all three open sides.

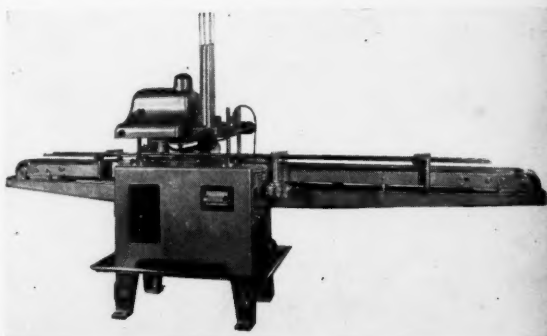
The illustration shows four pairs of thread cones mounted above the machine, two for each sewing head. As each bag is carried around the end at left, it tilts forward and passes through No. 1 sewing head for closing the first open side. Then after the thread is cut, bags are alternated with one going through No. 2 head and the next through No. 3. At each of these stations, a printed tag, cut from the roll supply, is stitched to the extension thread of the second closed side. Then around the end at right to No. 4 sewing head on the front of the machine where the third side of every bag is closed. Finished bags are taken from gripper jaws and delivered in a double row onto a delivery belt.

STEAM VACUUM CAPPER

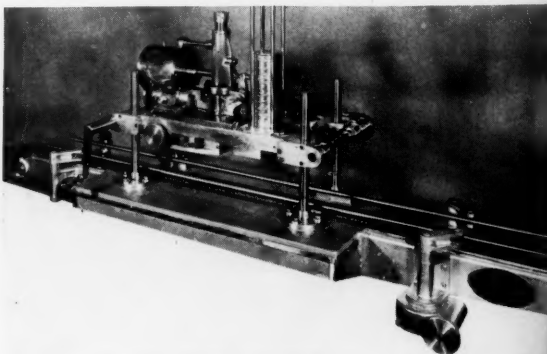
A new machine has been developed by the Anchor Hocking Glass Corp., known as the Anchor Hocking steam vacuum capping machine. The unit is a small, compact, high-speed, fully automatic, straight-line sealing machine, weighing a little more than 100 lbs. and operating on a 15 lb. steam pressure. It was designed to apply the new Anchor Hocking vacuum cap on Anchor Hocking finish tumblers, jars and bottles, with or without a pry-off ledge and with any desired degree of vacuum from 2 in. to 28 in.

Of particular interest to glass packers is the fact that this new machine is provided with a fully automatic, positive cap feed which eliminates the necessity and expense of a feeding operator. As the new Anchor Hocking cap is packed nested, it requires but a fraction of a minute for an operator to remove the caps from the carton to load the cap feed.

To change from one size container and closure to another, only four adjustments are necessary. The unadorned capping head shown in Fig. 2 will better illustrate these. A twist of the hand wheel, at the right and directly under the conveyor, opens or closes the



1. The steam vacuum capper, fully automatic and compact.



2. To better illustrate the simple construction, the capping head has been removed.

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ACCLAIMED AT THE ALL-AMERICA PACKAGE COMPETITION

TOP AWARD

in the Counter Display Division goes to this "Tek" toothbrush display, designed and made for Johnson & Johnson, New Brunswick, N. J., by Robert Kayton Displays, Inc., New York, N. Y. Featured is the giant toothbrush carton, 22 inches high, made of Reynolds Metals Company, Inc., foil cardboard and Eastman Acetate Sheet.

For added sparkle and appeal, this forceful prize-winning display employs Eastman Acetate Sheet

THE AWARD GIVEN THIS DISPLAY is, of course, primarily a tribute to the alert designer. To obtain the desired effect, he required transparency combined with strength; and found what he needed in *Eastman Acetate Sheet*.

In thus honoring this striking design, the 1939 All-America Package Competition is recognizing the modern criterion of judgment—that a display is good exactly to the extent that it does its job, which is to sell.

And there's a pointer towards profits for you in this award. It is, that getting an attractive product

seen is the surest way to sell it—if only you can protect it from dust and handling while it is seen. This prize-winning display is only one example of hundreds in which *Eastman Acetate Sheet* is performing both tasks with distinction.

May we send you samples of this versatile, modern material? ... Eastman Kodak Co., Chemical Sales Division; Rochester, N. Y.

FOR VARIED NEEDS, VARIED TYPES

Eastman Acetate Sheet is available in three types—transparent; matte-surface; and colored—in rolls up to 40" in width and any convenient length, and in standard- and cut-to-size sheets. The insert is .010".



HONORABLE MENTION

In addition to the "Tek" award in the Counter Display Division, Honorable Mention was given this clever reversible display. It was designed and made for Press Dress & Uniform Co., Hummelstown, Pa., by Pilliod Cabinet Co., Swanton, Ohio. *Eastman Acetate Sheet* on both front and back permits the customer to see two different styles of "White Angel" uniforms within.

conveyor rail guides along their full length to accommodate the width of the container to be sealed. These can also be lowered to accommodate containers approximately 1 in. in height or raised to better guard taller styles of containers. The removable hand crank, shown at the left of the capping head, raises or lowers the head to the proper height to accommodate the container to be sealed. A turn or two of the hand wheel, directly below the piston, automatically adjusts the steam orifices for the correct size of cap to be applied. A scale is provided on the machine to facilitate and speed up this adjustment. A half turn of two wing nuts releases the automatic cap feed, permitting its removal and the replacement of another to take care of the proper size of cap to be applied.

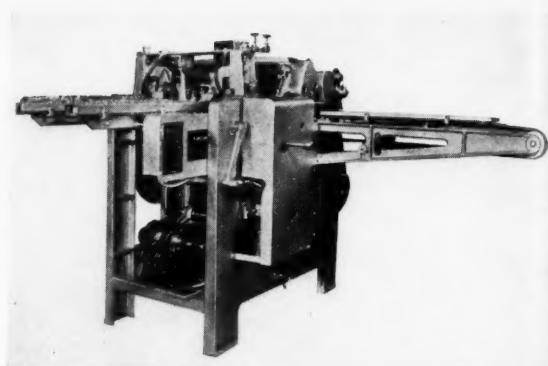
The standard machine will seal all sizes and shapes of tumblers, jars and bottles with the Anchor-Hocking finish, ranging from 2 in. to 10½ in. in height and Anchor Hocking caps from 38 mm. to 83 mm., inclusive. Where necessary, however, the height and position of the capping head spindles can be changed to accommodate containers of any height or width.

This machine is being offered to the trade in various conveyor lengths with adjustable legs or castor equipment. If desired, the capping head can be furnished alone and mounted over the manufacturer's own conveyor at any point desired in the production line.

In operation, as the filled package passes along the conveyor, it automatically picks up a cap from the track below the automatic cap feed. It continues its uninterrupted course for approximately 8 in. where a magnet lifts up the cap and permits the injection of dry live steam which sterilizes the cap and head space of the package. During this operation, the package trips a trigger in the sealing anvil which, in turn, opens a pilot valve, thereby releasing steam to the main valve at the back of the piston. When the piston is in the forward position, the steam backs up through a channel to the front of the pilot valve and automatically closes it. This, in turn, allows the exhaust port to open and the piston is returned to normal position by means of spring pressure. When the piston moves forward, a toggle joint above the sealing anvil is straightened out, thus forcing the anvil down and applying the cap. At the same time the package is sealed, another cap is dispensed to the track immediately under the automatic cap feed so there is always a cap ready and waiting for the following container.

WRAPPING MACHINE

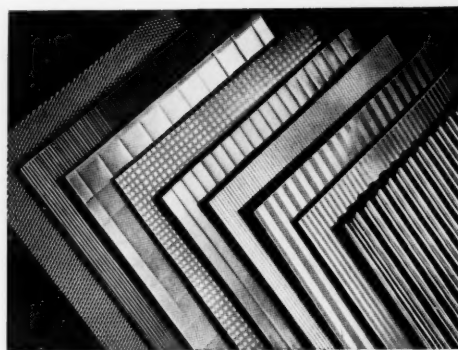
The Richard Machine Co. has developed a wrapping machine, built with a single head or double head as desired. The unit can also be supplied with a magazine feed or with an intermittent chain intake. The double head wrapping machine is capable of handling regular cartons, rigid boats, etc., fed on a conveyor belt. The machine handles wax paper, glassine, Pliofilm, foil or any transparent cellulose. The unit wraps 140 to 160 units per minute, depending on the



product handled. The maximum size packages handled are 4 in. by 2 in. by ¾ in., the minimum size 1½ in. by 1 in. by ⅛ in. Changeover from one size package to another requires approximately 10 minutes. The wrapper utilizes a ¾ hp. geared head motor. The single head machine is capable of operating at a capacity of 70 to 80 packages per minute and handles packages of a maximum size of 12 in. by 3 in. by 1 in. and of a minimum size of 1½ in. by 1 in. by ⅛ in. In the illustration may be seen the wrapping machine with the double head.

BONDED METALS

The American Nickeloid Co. has introduced two new pre-finished bonded metals which are said to combine the beauty and durability of nickel and chromium with the lightness, strength and workability of aluminum. Chrome aluminum and nickel aluminum sheets are

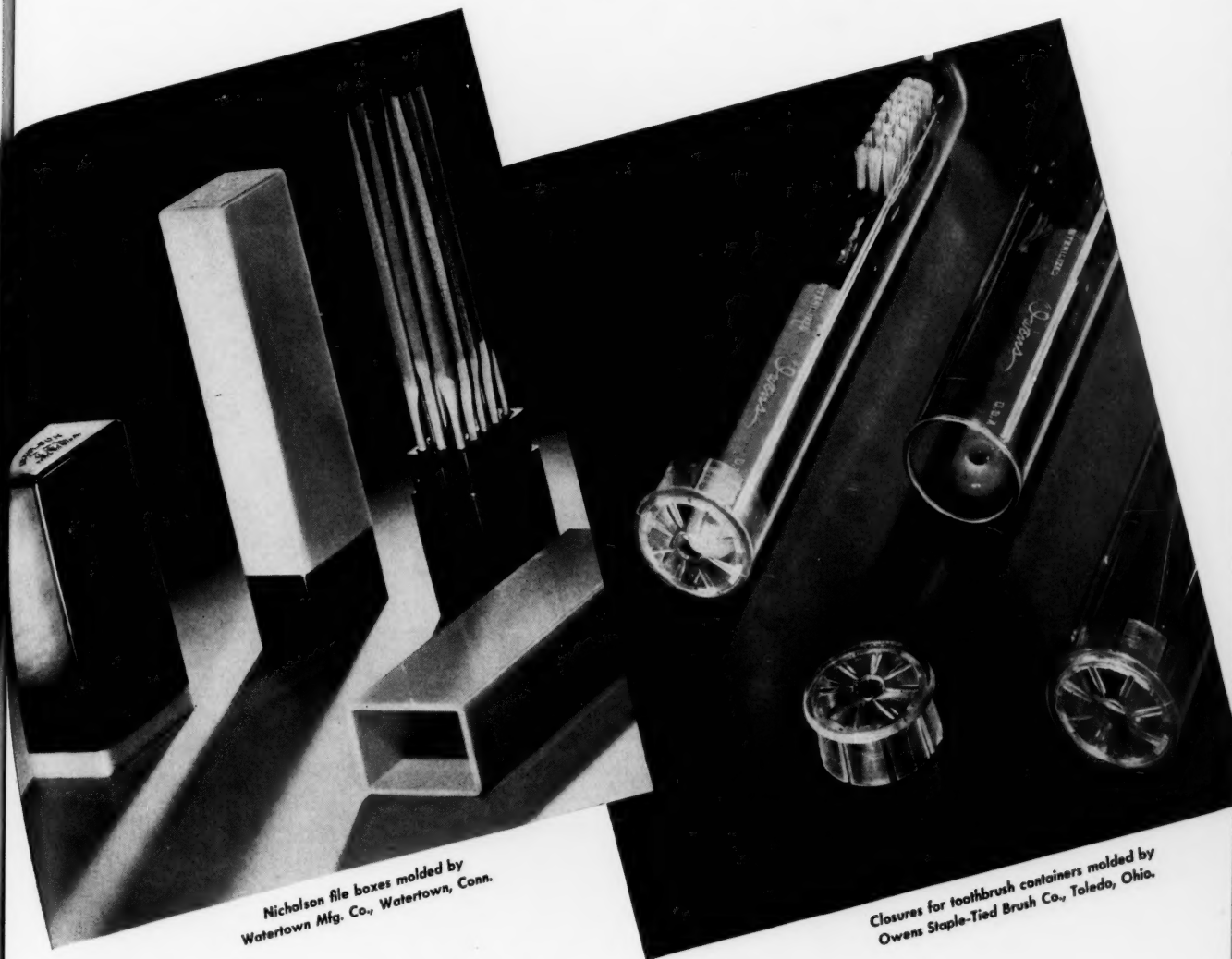


formed by a surface of chromium or nickel bonded by an electrolytic process to an aluminum base metal. The pre-finished metals are available in sheets in sizes up to 36 in. by 96 in., in a full range of tempers, and in gauges from .010 in. up to .064 in. A choice of bright or satin finish and striped, crimped or corrugated patterns are available.

It is reported that both metals are easily workable during the manufacturing process and are highly resistant to corrosion, rust or tarnish. They can be bent, stamped or moderately drawn without damage to the permanently bonded coatings which are claimed to be guaranteed not to lift or peel from the base metal.

Tenite wins top awards

IN ALL-AMERICA PACKAGE COMPETITION



DESIGNERS turn to Tenite when they want to make the package a useful part of the product.

These strong, durable file boxes, injection molded of Tenite, protect the contents from injury and breakage. The box bases serve as permanent holders for the files—bright-colored covers add sales appeal and identify the brand.

Resilient Tenite gives covers and closures a tight friction fit—eliminates any need for threaded parts. The pronged construction of the caps for the toothbrush container allows for possible slight variances in the size of vial openings.

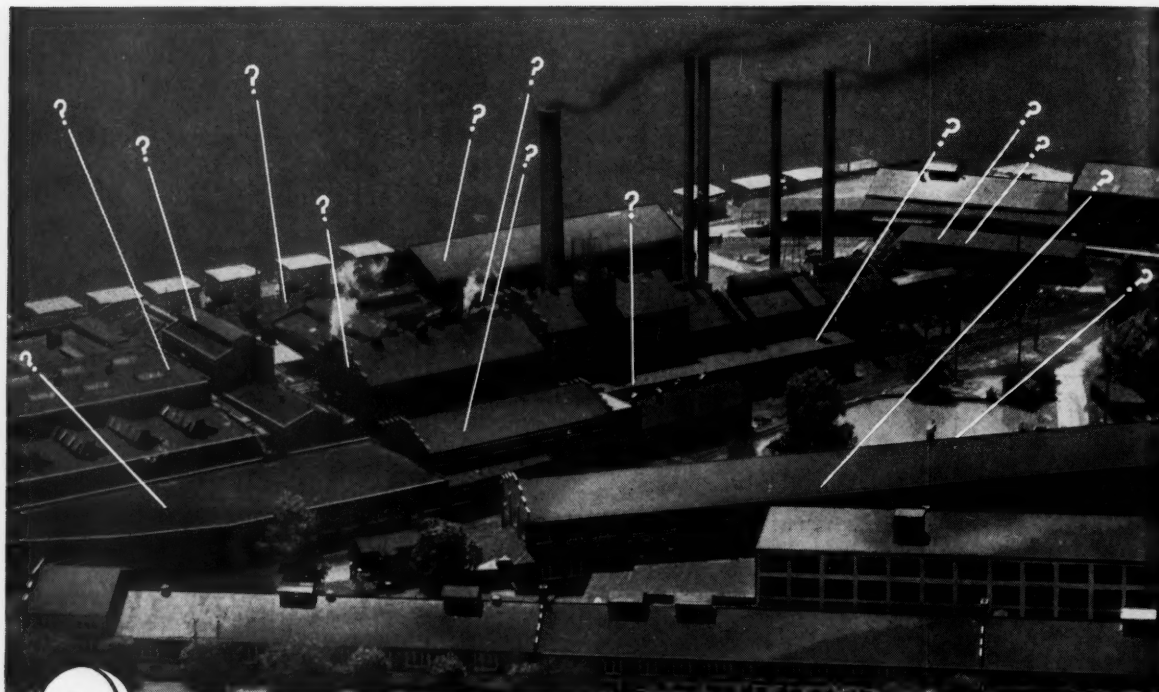
Tenite packages are winning new customers for products every day. Literature describing the many properties and uses of this plastic will be sent on request.

TENITE REPRESENTATIVES. *New York*, 10 East 40th Street. *Buffalo*, 1508 Rand Building. *Chicago*, 2264 Builders' Building. *Detroit*, 904-5 Stephenson Building. *Leominster, Mass.*, 39 Main Street... *Pacific Coast*: Wilson & Geo. Meyer & Company—*San Francisco*, Federal Reserve Building; *Los Angeles*, 2461 Hunter Street; *Seattle*, 1020 4th Avenue, South.

TENNESSEE EASTMAN CORP., KINGSPORT, TENN.
(Subsidiary of the Eastman Kodak Company)

Here 1,000 questions are

THAT'S WHY GARDNER-RICHARDSON FOLDING CARTONS ARE MORE UNIFORM, MORE COLORFUL, MORE APPEALING. THEY'RE PRECISION-ENGINEERED!



Gardner-Richardson Plant—Lockland, Ohio. One of two complete board and carton producing units.

TAKE a trip through either of the two great Gardner-Richardson board and carton plants and you'll find human question marks around every corner—from the beaters to the folding and gluing machines.

It's the business of these men to check, test and prove every process as the board and cartons take form. What about tear? Hydration? Caliper? Color? How will it print? Fold? Glue? These are just a few of the fact-finding questions asked at the Gardner-Richardson Technical Control Stations. And by getting the right answers—*by combining skill with science*—Gardner-Richardson is able to deliver better cartons for your dollar. Cartons with a brilliance that makes them stand out on retailers' shelves. Engineered precision cartons that zoom through filling machines.

We invite correspondence from carton users—large and small—regarding Gardner-Richardson Engineered Precision Cartons. Or if you have a technical problem—a problem of appearance or protection—write us. Our Carton Council will give it expert study.



TESTED—before the board is made! Before the pulp goes to the paper board machine it is tested for folding qualities and printability in the Technical Control Stations.

asked *and answered* every hour



TESTED—while being made! Smoothness, porosity, foldability of boxboard are among 30 factors tested every 15 minutes in the Gardner-Richardson mills.

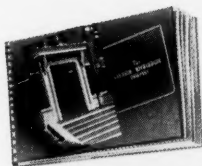


WHAT WE CAN'T CHECK, WE INSPECT! Engravings are examined, proofed for register and color separation—to be sure inks lay properly before printing electros are made.



THERE'S KNOW-HOW HERE, TOO! Gardner-Richardson carton stylists and designers create hundreds of cartons every year, with an eye for shelf value, product protection, and production economies.

MAY WE SEND YOU A COPY OF THIS DE LUXE BOOK? It shows *how* cartons are made the Gardner-Richardson way—why these Engineered Precision Cartons are better, more economical. Write for your copy today.



SPECIAL ENGINEERED-PRECISION CARTON BOARDS



LITHWITE... A smoother, whiter, economical boxboard that prints with extraordinary color brilliance, gives cartons greater display value.

GREASENE... A boxboard for the economical protection of products with grease or oil content.

HYDRO-TITE... A special boxboard for products that need moisture-proof protection.

Also all standard grades of folding boxboard.

Write today for samples of any or all of these Gardner-Richardson engineered-precision carton boards. Make your own tests. Prove to yourself how they can save money, make money for you. No obligation.

The GARDNER-RICHARDSON Co.

MIDDLETOWN, OHIO

Manufacturers of Folding Cartons and Boxboard

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT



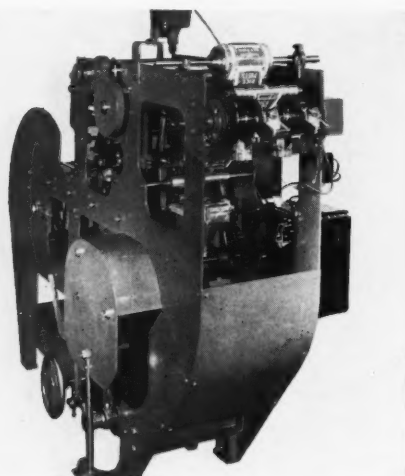
THIS SYMBOL is your assurance of greater uniformity, higher quality, better appearance, better product protection—profit and satisfaction.

MARCH • 1940

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BAG MAKING MACHINE

A fully automatic bag making machine for making rectangular bottom bags from rolls of cellophane, Sylphrap, glassine and other transparent materials has been developed by the Peters Machinery Co. The machine requires no operator and even strips the bags from the mandrels, placing them on a conveyor belt ready for use. The unit operates at an average speed of 36 bags per minute. The bag making machine is equipped with an electric eye attachment for spot registering printed materials.



TWO PLANE CHAIN

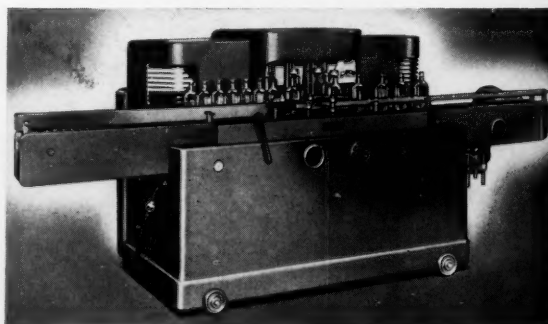
The Lamson Co. has introduced a two plane chain in three sizes—Junior, Senior and Heavy Duty. The Junior chain has found application in the dairy industry to handle paper milk containers and is said to be used extensively in the canning and clothing industries. Dairies, breweries, bottling plants and canneries have found use for the Senior chain to convey cases and cans. The Heavy Duty chain was designed primarily to convey barrels, although it is claimed that its scope of application is unlimited.



This chain can be used for both push and pull service and since the chain has four flat riding surfaces, it can take wear on four sides. The two plane chain is constructed of a series of universal joints arranged in such a manner that the sprocket teeth are radial teeth, this being essential for reversing service. The chain is claimed to have extreme strength, durability and flexibility. It is reported that it is unaffected by extreme changes in temperature and will not kink or come apart in service. A wide range of attachments permits use of the chain for many commodities, for horizontal and vertical service.

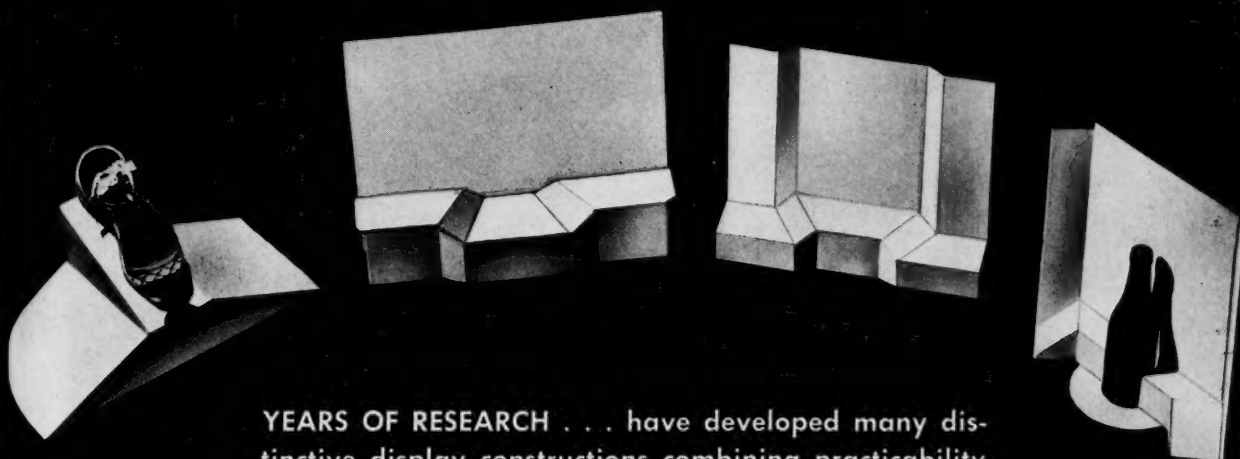
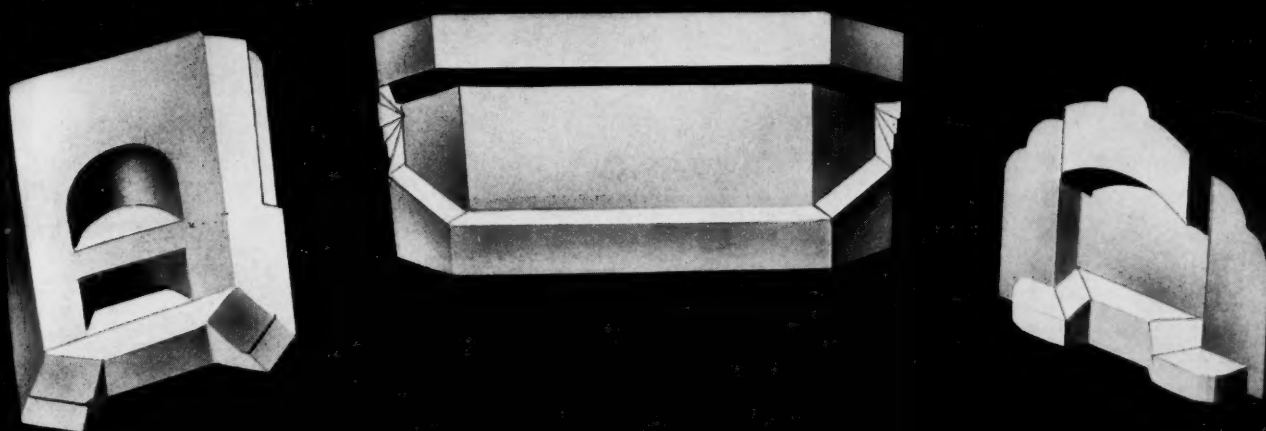
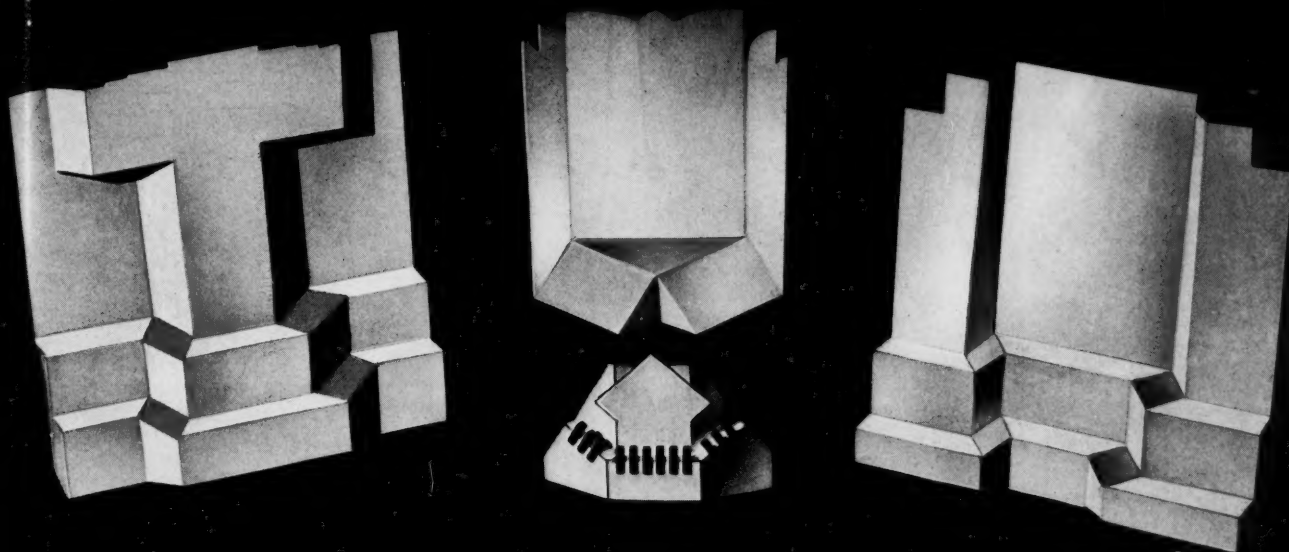
ROTARY BOTTLE CLEANER

A high-speed rotary bottle cleaner which cleans the containers while they are in inverted position has been developed by The Karl Kiefer Machine Co. The machine receives the containers from a conveyor through a star wheel, turning over each one individually while handling them with a smooth rotary motion. It is reported that there is no jerky intermittent action and thus damage due to breakage is eliminated. A tube enters each inverted bottle and a strong blast of filtered, compressed air is then released. All carton fibres, particles of loose glass and dust are removed and mechanically collected in a bag. After a period with the tube retracted, the bottle is returned to its upright position to be discharged upon the conveyor. The bottle cleaner is equipped with a variable speed drive, safety controls, speed indicator and auxiliary air filter.



COMBINATION SCRAPER-KNIFE

Conrad Razor Blade Co., Inc. has developed a handy instrument for heavy duty scraping and cutting. The combination scraper-knife is safe to handle and is easily converted into either a scraper or a knife. A thumb screw may be loosened or tightened, as desired, in order to move the razor blade in its slot to the necessary angle for cutting or scraping. Blades may be replaced by loosening and removing the screw, sliding the blade out of the handle, then inserting the new single-edge blade within the holder and tightening the screw.



YEARS OF RESEARCH . . . have developed many distinctive display constructions combining practicability with new economies in manufacturing. Why limit your ideas to conventional 'cut-outs' when infinite variations of these new DFC Principles of Display Construction* are available thru regular lithographic sources.



*PATENTED

DISPLAY FINISHING COMPANY, Inc.

21-16 44th Road

Long Island City, New York

Mounters and Finishers to the Lithographic Trade



Tops in Packages for 1939

THESE "ALL AMERICA" WINNERS



PRIZE WINNER, Glass Containers Group. William Penn Blended Whiskey Containers, by Distilled Liquors Import Co., New York City. Embossed-Top Corks and WIND-O-BAND seals by Armstrong.



PRIZE WINNER, Labels and Seals Group. Boots and Saddle Packages of the Buffalo Springs Distilling Corp., Stamping Grounds, Ky. The secondary closures are colorful WIND-O-BAND seals.



PRIZE WINNER, Machinery Division. Packages of Gilbey's Dry Gin, by National Distillers Products Corp. The secondary closures are WIND-O-BAND seals, made by du Pont, sold by Armstrong.

PRIZE WINNER, Glass Containers Group. Old Style Mustard packages by Olds Products Co., Chicago, Ill. The CEL-O-SEAL band impregnated with instructions, eliminates the need for a label.

HONORABLE MENTION, Glass Containers Group. Frostilla Fragrant Lotion Containers, by the Frostilla Co., Inc., Elmira, N. Y. Attractive bottles and Armold Caps were supplied by Armstrong.



ALL USE ARMSTRONG PRODUCTS*

Tops in Packaging Competition honors—and tops in sales and profits go hand in hand when your packaging units are manufactured by Armstrong. From glass container to closure (cork, crown, or metal or molded plastic cap) and to the outer seal (CEL-O-SEAL cap or band), you can depend on Armstrong for high quality and well-rounded service.

For instance, Armstrong manufactures a complete range of corks, molded plastic caps, metal caps, and crowns. The sealing requirements of your product are carefully studied by Armstrong's laboratories—and the closure that provides the *most dependable seal for your product* is recommended. As a result of this unbiased

closure counsel, your sealing problems are solved.

In addition, Armstrong analyzes, just as carefully, your glass container needs. Bottles are developed with full consideration for the requirements of your production line. And finally, both glass containers and closures are styled with colors and designs that give your package display advantages and appeal for the consumer.

Armstrong's Package Merchandising Department is at the service of all customers without charge. Let Armstrong help you develop greater sales-appeal for your package. Write today for complete information, Armstrong Cork Company, Glass and Closure Division, 916 Arch St., Lancaster, Pennsylvania.



*Included in the Armstrong Line under the general term "Products," are WIND-O-BAND seals and CEL-O-SEAL bands (made by du Pont).

ARMSTRONG CORK COMPANY

PRODUCTS:

Tapered Corks
Crowns—Plain and Decorated
Armold Caps and Jar Covers

Metal Caps and Jar Covers
Embossed-Top Corks
Metal-Top Corks
CEL-O-SEAL caps and bands
(Made by du Pont)

Molded-Top Corks
Shell Corks
Wine and Champagne Corks
Top Corks
Applicator Caps and Corks

Shoe Doublers
Cork Discs and Liners
Ribbon Cork
Bungs
Office Reducers

Glass Containers for Food,
Drugs, and Cosmetics
Glass Containers for Carbonated
Beverages, Beer, Wine, and
Liquor

For Your Information File

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

THE GLASS CONTAINER ASSN. OF AMERICA, New York, N. Y., has announced that the size of the new 2-qt. glass milk bottle, as standardized recently by a joint meeting of the glass container, cap, equipment and crate industries in Chicago, is 10 $\frac{1}{2}$ in. in height and 4 $\frac{25}{32}$ in. in diameter. Shape of the bottle follows the familiar 1-qt. container design, with the tall neck maintained to facilitate removal of the top cream.

The purpose of the joint conference, it is reported, was to aid dairies sponsoring the multiple-quart bottle plan of home delivery in setting up the most economical operation possible. Standardization of the 2-qt. container enables machinery, cap and crate manufacturers to offer standard equipment to the trade, instead of the more costly special equipment previously available.

Glass manufacturers, pointed out at the meeting that since 2-qt. bottles of 9 $\frac{1}{2}$ in., 9 $\frac{3}{4}$ in. and 11 $\frac{1}{8}$ in. in height are now being used, it will in most instances be necessary to continue to supply these sizes. It was agreed, however, that such bottles could be considered as specials. The conferees recommended that before glass manufacturers offer to the trade any 2-qt. glass bottle different from the above standard or different from the existing special shapes, such new design be submitted to the Glass Container Assn., Milk Bottle Standardization Committee for its careful consideration and approval.

The finishes with which the new 2-qt. bottle will be supplied will duplicate most of those now in 1-qt. bottle designs. These finishes, in recognition of the recent trend to smaller sizes, will be available in 45 mm., 51 mm. and 56 mm. diameters.

F. J. STOKES MACHINE CO., Philadelphia, Pa., has published a new catalog on tube filling, closing and sealing machines. This catalog should prove of interest to manufacturers who package in tubes or who con-

template the use of tubes for their products. New and improved types of equipment are shown for filling tubes, jars and cans. A fully automatic machine for giant size tubes is illustrated and described in detail as well as a special machine for filling granular products into tubes. Complete specifications on each of the machines illustrated are presented and there is some interesting data on an improved closure for tubes which is said to guard against danger of seepage or entrance of air into the tube.

"POST'S PAPER MILL DIRECTORY" 1940 Edition. (Published by L. D. Post, Inc., New York, N. Y., cloth bound \$2.00). This is a handy sized volume of 602 pages, covering all of the pulp and paper mills of the United States and Canada. Separate reports of each mill gives the name and location of the mill, the names of the officers, data on the major units of mechanical equipment, grades of paper and pulp produced and capacity in 24 hours. The book is illustrated with 36 full page maps showing the location of mills. A separate section lists more than 850 grades and kinds of paper and pulp and the names and addresses of the manufacturers of each.

Statistics covering production of the industry during the last three years and data on the equipment and capacity of the industry are special features. The book is bound in cloth.

THE FUCHS & LANG MFG. CO., Division of General Printing Ink Corp., New York, N. Y., announce the issuance of a new ink specimen book especially prepared for small offset presses. Thirty-nine colors and blacks, lithographed on coated and offset stocks, are displayed in this specimen book, along with an index of the characteristics of each ink. The screen values of the colors will be of aid in color selection.

THE SPEEDMASTER CO., Division of Continental Machines, Inc., Minneapolis, Minn., has issued a 4-page bulletin on variable speed pulleys. The folder illustrates practical user applications and tells how stepless speed delivery may be obtained. It also offers engineering service in special problems pertaining to the attainment of variable speed.

MATTHIAS PAPER CORP., Philadelphia, Pa., has issued two swatch books, one on its Scuf-Pruf papers and the other on Litho Finished papers. A comprehensive selection of sample sheets is included in each booklet with specifications as to stock sizes, price and available colors.

THE ACME STEEL CO., Chicago, Ill., has published an interesting and informative folder on the proper reinforcement of all types of shipping packs. This new release contains 59 sketches showing how various products can be effectively and economically strapped against pilferage and damage. Many types of steel-strap tools and accessories are pictured and illustrations show the equipment in use.

THE 1939 ALL-AMERICA PACKAGE COMPETITION

4 Major Awards



Shared by **THE**
CROWN

CORK AND SEAL COMPANY

AND AFFILIATED COMPANIES

The CROWNTAINER

The Crown Cork and Seal Company and the Crown Can Company are credited for the design and manufacture of this distinctive "metal bottle" for beer and other beverages. It is a fundamentally new container — different in appearance and different in construction. Made of aluminum-coated plate instead of tin plate, the CROWNTAINER is entirely without top seam or side seam. It presents a striking appearance with its smooth shoulders and sides and smartly balanced design, and has many important advantages.

The manufacture of this unique container has involved the development of processes and mechanical equipment without precedent in the industry.

P A C K A G E C O M P E T I T I O N



MAJOR AWARD
in Metal
Container Group

THE 1939 ALL-AMERICA PACKAGE COMPETITION

**SPECIAL
AWARD**



FOODS

A technological innovation originated and developed by the Crown Can Company for the canning of food products. The STERO-VAC method of flash cooking represents such a radical change in packing procedure that the container and method were given a special award for Technological Achievement.



CROWN CAN CO.

MAJOR AWARD
in Metal
Container Group



KORK-N-SEAL CLOSURE
by Williams Sealing Corp.
(Subsidiary of Crown Cork & Seal Co.)
WILLIAMS SEALING CORP.

MAJOR AWARD
in
Closure Group



Closure developed by
Staley Manufacturing
Co. and manufactured by
Williams Sealing Corp.
(Subsidiary of Crown Cork & Seal Co.)



POUR-N-SEAL CLOSURE
by Williams Sealing Corp.
(Subsidiary of Crown Cork & Seal Co.)

WILLIAMS SEALING CORP.

CROWN CORK AND SEAL COMPANY, BALTIMORE, MARYLAND

Plants and Personalities

CHARLES TRAUNG, president of the Stecher-Traung Lithograph Corp., Rochester, N. Y., died February 5 at the age of 73. Charles Traung and his twin brother Louis entered the lithographic industry at the age of 13.



CHARLES
TRAUNG

In 1911, they formed the Traung Label and Lithograph Co. of San Francisco and in 1933 they took over the Stecher Lithograph Co. of Rochester, N. Y., since then operating with Charles as president and Louis as vice president as the Stecher-Traung Lithograph Corp.

FISHER N. DAVIS, assistant general sales manager of the Owens-Illinois Glass Co., Toledo, Ohio, has been placed in charge of the company's Texas sales office, with headquarters in Dallas. The present offices of Owens-Illinois in Dallas are in the Tower Petroleum Building. In his new assignment, Mr. Davis will have charge of sales in Texas and in parts of Arkansas and Louisiana. James Aydelotte, formerly in charge of the Dallas office, has been transferred to Memphis as branch manager of that office. R. H. Lanier, who established the Memphis branch office, has been promoted to the position of district sales manager.

NATIONAL FOLDING BOX CO., New Haven, Conn., has moved its Boston offices to 143 Newbury Street. The personnel of the Boston offices consists of Fred G. Fisher, manager; Henry L. Ross, ice cream can sales and Miss M. Griffin, secretary.

CARL H. LAMBELET, president of the New Jersey Machine Corp., Hoboken, N. J., has announced that his company plans to have erected an additional building to present plant facilities. The anticipated increase in manufacturing space will not be available until sometime early in April.

ARTHUR E. URY, who has been a member of the advertising staff of the Owens-Illinois Glass Co., Toledo, Ohio, for several years, has been transferred to the company's merchandising division. He will serve as assistant to Howard A. Trumbull, merchandising manager. Walter D. Plummer, of the advertising division, will take over Mr. Ury's former duties.

THE CANNING MACHINERY & SUPPLIES ASSN. has announced the election of the following officers: President, J. H. Eleveld who is vice president of the Michigan Lithographing Co., vice president, Sherlock McKewen of Continental Can Co., Inc., secretary and treasurer, S. G. Gorsline of Battle Creek, Mich. The directors are: Sherlock McKewen, W. E. Nicholoy, L. W. Graaskamp, H. L. Enzelberger, Wm. deBack, O. J. Sawin, F. B. Fairbanks, Arthur I. Judge and J. H. Eleveld.

R. W. ROGERS, sales manager of Libbey Glass Co., Toledo, Ohio, has been elected vice president in charge of sales and appointed to a place on the board of directors of the company.

BERTRAM M. AINESWORTH, who has been associated with Designers for Industry, Inc., as merchandising counsel, has been appointed eastern sales manager, with headquarters in the New York office at 630 Fifth Avenue. Mr. Ainesworth will continue as head of the merchandising counsel division.

Charles L. Bennett has been appointed western sales manager for Designers for Industry, Inc., with headquarters in the Merchandise Mart, Chicago, Ill.

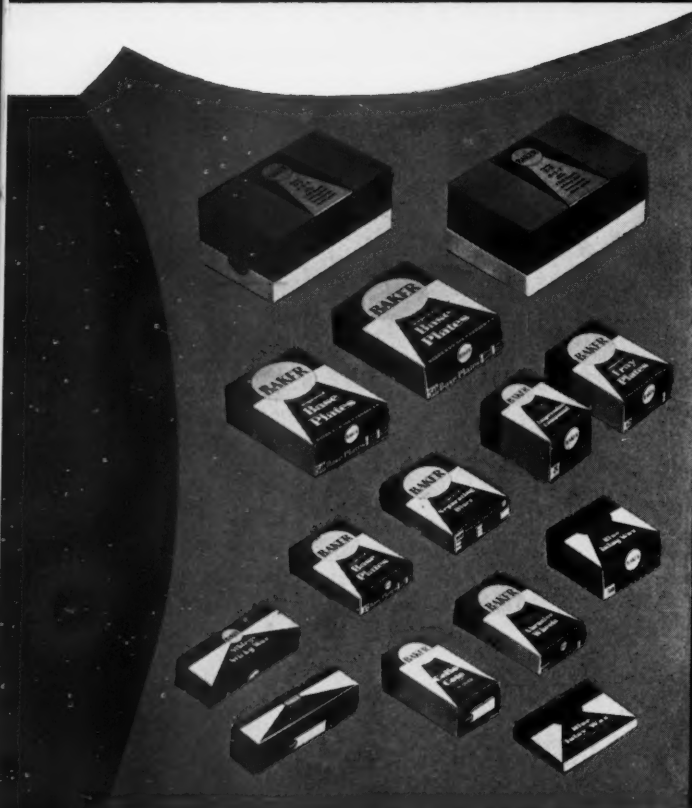
CHARLES W. WILLIAMS & CO., INC., New York, N. Y., has purchased the assets of the Welsh Paper Co., Philadelphia, Pa., the purchase including all of the printing rollers for the various designs that constituted the Welsh line. Miss E. V. Perkins, who acted as the stylist for Welsh and was in charge of their sales, has joined the Williams sales staff.

FRANK S. WINDOLPH has been appointed president of the Chambers Brothers Co., Philadelphia, Pa.

CELLU-CRAFT PRODUCTS CO. is now located at 147 West 25th Street, New York, N. Y.

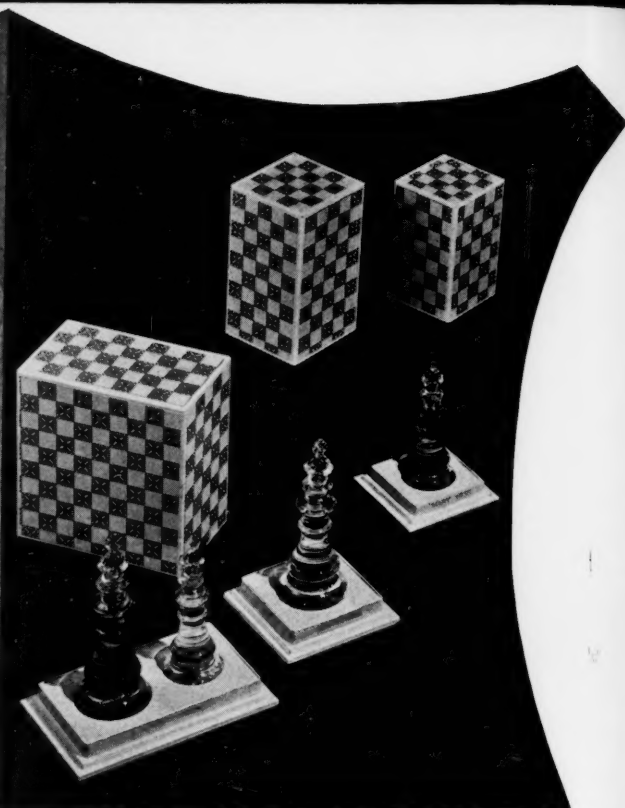
ALDINE K. SILER, president of G. A. Bisler, Inc. died February 2.

Butterfield-Barry



Baker Line of Dental Supplies.
TOP AWARD—Family Group. Boxes made by Warner Brothers Co.

London House Brush Gift Package.
HONORABLE MENTION—Set-Up Box Group. Box made by Shoup-Owens.



Mary Chess Chessman toiletries.
TOP AWARD—Family Group. Boxes made by Karl Voss Corp., Wallace Paper Box Company, Warner Bros. Co.

Schick Razor Packages.
TOP AWARD—Miscellaneous Group. Boxes made by A. Dorfman Co. Inc. Warner Bros. Co.



BOARD BUILDS 5 WINNERS

Butterfield-Barry quality boxboard is the foundation of *five* All-America winners. Leading box buyers and boxmakers know that it is false economy to save on board—which is, after all, the most inexpensive part of the package. They know that the best designed package can be ruined by inferior board—just as a house is made unstable by a flimsy foundation. Therefore, they specify Butterfield-Barry Board—and get the best!



Longman's Green Book Box.
HONORABLE MENTION—Set-Up Box Group.
Box made by A. Dorfman and Karl Voss.

THE BUTTERFIELD-BARRY COMPANY

ROYAL SATIN • HIGH WATER FINISH, REGULAR FINISH NEWS AND CHIP • ALL GRADES FOLDING BOX BOARD, SHEET LINING A SPECIALTY

174-176 HUDSON STREET

NEW YORK CITY

The Oldest Established Paper Board Distributors in America

NEWER TRANSPARENT WRAPPINGS

(Continued from page 269)

of packaging thicknesses, viz., one to two mils ($1/1000$ in. to $2/1000$ in.). These forms, like the Ethyl sheeting described above, can be formulated so as to be either so called "rigid" or "soft" (plastic). The rigid form has a texture similar to cellophane, while the soft variety has characteristics similar to those of Ethyl Cellulose. It is proposed to stretch these forms over irregular objects like perfume bottles and even dress fowl and meat cuts. The inherently low moisture absorption values of these types result in their possessing excellent resistance to the transmission of moisture, a most desirable characteristic of a packaging sheet. In addition, several of the vinyl acetals can be formed into sheeting which have an elastic nature similar to rubber sheeting.

The present cost of these forms of resin sheeting will very substantially limit their applications to those special uses which will require sheeting possessing these particular properties. As insulating sheeting for condensers, and as coatings for conductors, these resins have already established their value. Obviously, when resin types of sheeting find more extensive uses and are produced in great quantities the prices will be reduced to a point approximately competitive with our present commercially available varieties.

THE LYDIA PINKHAM PLANT

(Continued from page 284)

has been eliminated in the case-loading operation, since the inspection duties are so much lessened that one man can handle this work easily.

The case forming and bottom sealing are still done on the 8-form unit. One man, as before, handles the top sealing and platform loading. The new system, therefore, not including the girl used on the Bottle Scope inspection, requires the time of six and a quarter men and four girls, as contrasted with ten men and four girls who were formerly employed. (For the disposition of the people who have been eliminated from this operation, see the paragraph on the last page under "Future Plans.")

While the cost of materials for the new carton are slightly greater than those from the simulated hand-wrapped package, other savings have been more than enough to offset this. The labor item alone is appreciable, but the tangible item of trade and consumer goodwill is probably even greater. There were formerly complaints about the old package, because of the fact

that it was not a positive seal on the bottom, so that sometimes the bottle slipped out. The carton, of course, eliminates this and there has been not only ready acceptance of this package, but even expressed approval from many sources of this package which ten years ago was so feared.

The efficiency of the new line of machinery is from a production standpoint, as aside from labor saving, very much greater than was possible with the old method. Stops and delays, need for inspection, and in some cases redressing due to faulty margins, improper sealings, etc., have by their elimination so speeded up the new production that the operators are actually employed on this machine much shorter hours. Whereas, on comparable production figures, from $4\frac{1}{2}$ to 5 days were required for the old package, the new machine, even though set at approximately the same theoretical speed, permits the same output in from one to two full days less time each week. This actually means that the labor saving of three and three-quarters men is not by any means the full figure, but that the new labor total on that basis might even be reduced another 20 per cent to $33\frac{1}{3}$ per cent. The balance of the forty-hour week for these employees is, however, taken for other jobs, so that this means a transfer of the operators when the week's production has been finished.

BOX LINING AND SEALING

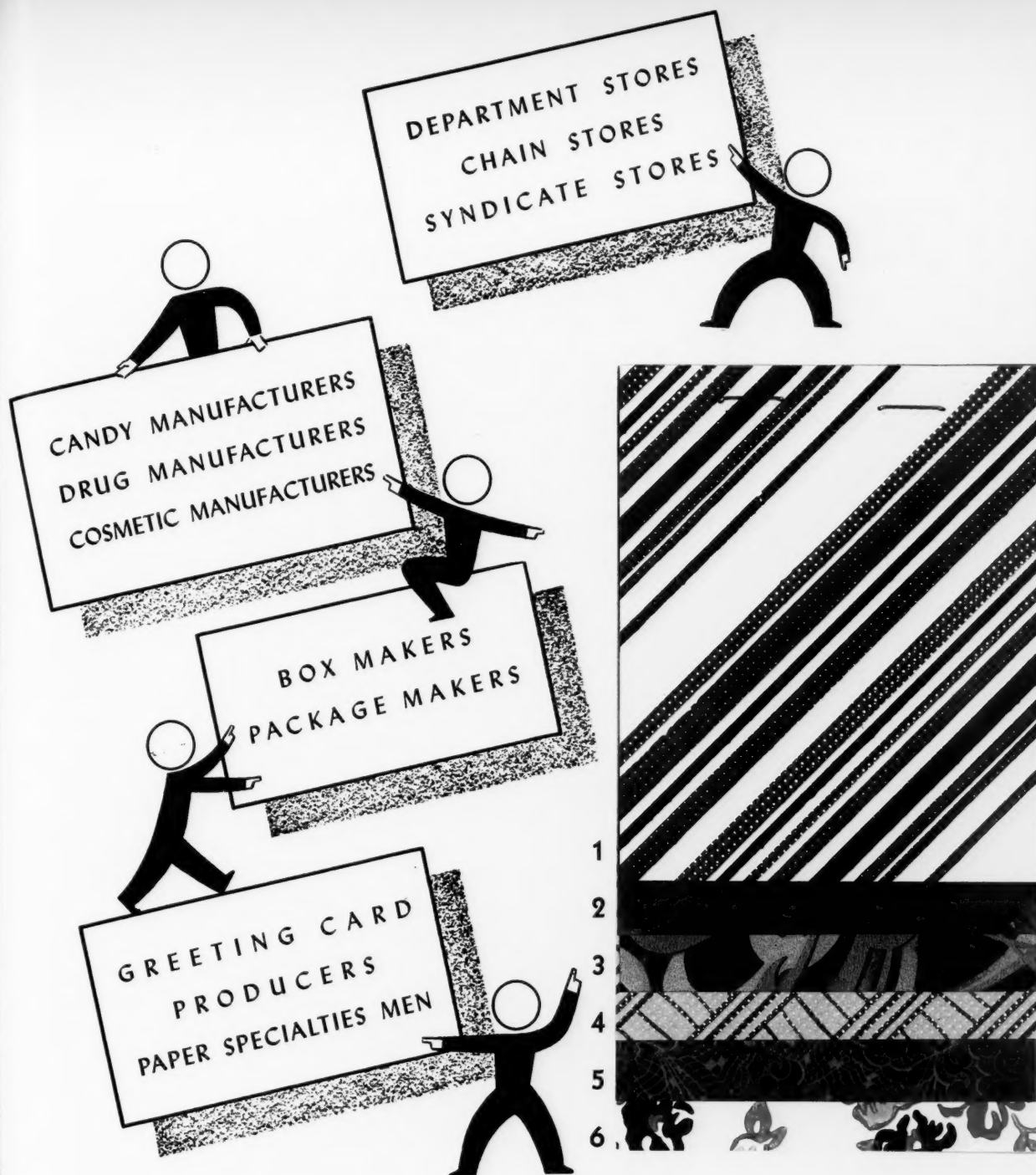
(Continued from page 290)

or wood carrying box which is ultimately conveyed to the filling machine.

The newly developed unit operates at a speed of 40 packages per minute. Occupying a minimum floor area, the relatively simple unit effectively solves the materials handling problem. It not only eliminates the necessity for carrying a stock of made-up envelopes, and storing these, but it also combines the envelope-fabricating function with the insertion of the envelopes as liners into the cardboard boxes. The processed cheese is poured hot into the package and takes the form of brick, since the bag is supported by the carton walls. A separate device is utilized to close the envelope and effect a heat-seal, thus affording the pan-brick of cheese a tight, protective wrapper of attractive printed, transparent cellulose. After the heat-sealing operation, there remains only to place the telescopic top onto the carton to make the package ready for shipment and ultimate use.

* * *

Credit: Box Lining and Sealing Machine, Peters Machinery Co. Transparent Cellulose sheeting, E. I. du Pont de Nemours & Co., Inc. Transparent cellulose printing Shellmar Products Co. Paperboard cartons, Hummel & Downing Co.



People in all lines of endeavor with packaging problems come to Dejonge for paper. Modern designs; rich, vibrant colors, sharp contrasts and subtle blendings; fine textures; all are to be found in every separate item of the complete Dejonge line.

Dejonge papers have clothed All-America winners for six years in a row. This prize-winning quality means sales-winning volume! Try Dejonge papers on your next package.

LOUIS DEJONGE & COMPANY

161 SIXTH AVENUE

NEW YORK, N. Y.

BRANCHES: CHICAGO • BOSTON • PHILADELPHIA
PACIFIC COAST REPRESENTATIVE • ZELLERBACH PAPER CO.
CANADIAN REPRESENTATIVE • E. H. WILKINSON & CO., LTD.



THE GREATEST (PACKAGING) SHOW ON EARTH!

The All-America Package Exhibit has always been the biggest show in packaging, outlining in its entries the progress made during the past year in all the varied fields of packaging. And this year it's bigger and better than ever before! New designs, new processes, new materials, new ideas sparkle from every side. Every one of the more than 30,000 entries in the 1939 All-America Competition is on display. Packages and displays of every description are tastefully classified over 7,000 square feet of floor space: the largest, as well as the best, packaging exhibit ever held anywhere!

The Exhibit is open from 10 A.M. to 4 P.M. daily except Sundays and holidays. 10 A.M. to 12 noon on Saturdays. 6th FLOOR, CHANIN BUILDING, 122 EAST 42nd STREET, NEW YORK CITY.

Sponsored by
MODERN PACKAGING

Chanin Building
122 East 42nd Street New York City

CANNERS ASSOCIATION CONVENTION

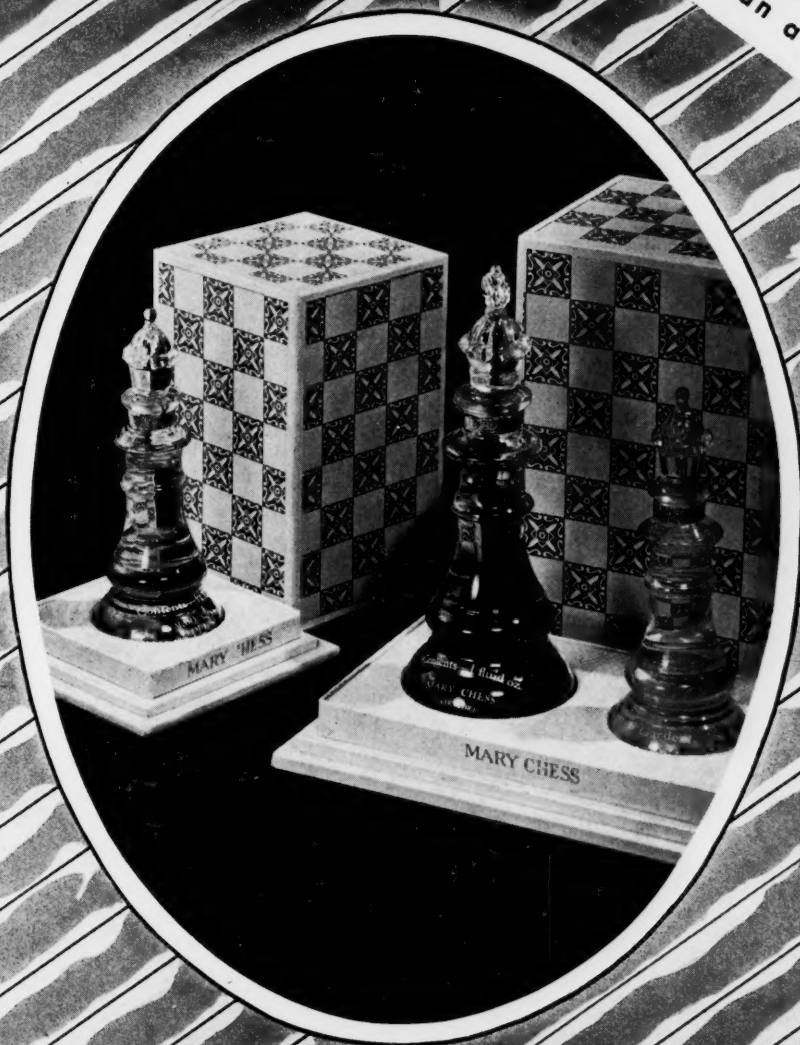
(Continued from page 264)

essential information, is now well known to the industry. It consists of the statement of contents, name and place of business, common or usual name of the product, and the statement of ingredients in the case of unstandardized products. For standardized products, the statement of ingredients must be made as prescribed by the standard of identity. The placement of this information has been the subject of considerable comment and the ideas of the Department of Agriculture have changed from time to time in response to suggestions which have been made. At first the Department held that all essential information should go on the principal panel. Later, it indicated that objection would not be raised if the name and place of business were placed conspicuously adjacent to the principal panel and this simplified the problem considerably. One serious labeling difficulty remained, however; that concerning the placement of ingredients in the case of unstandardized products.

"After consideration of various labeling methods which were proposed in relief of the labeling situation, the National Canners Assn. advanced the 'information panel' idea. This scheme has been brought to your attention in the Information Letter and it has been published in trade journals. It has received the approval of the Food and Drug Administration and there has been an increasing acceptance of it in newly created label designs.

"The 'information panel' comprises about 20 per cent of the label and it is placed adjacent to the principal panel. It contains all of the information required by the Act and regulations, and no other information. Its advantage rests in the fact that, in most instances, it relieves canners of the necessity for placing all the information on the vignette panel and enables them to present the required information to the consumer in a convenient, uniform way. I wish to emphasize, however, that in some instances, the value of the panel is diminished by requirements that appear in standards of identity calling for the declaration of optional ingredients on the label wherever the name of the product appears. In some cases these optional ingredient statements are long and cumbersome. Under such circumstances the fact that the optional ingredient statement must be given on the principal panel may well lead the canner to decide not to utilize the information panel. We are hopeful, however, that as the use of the panel increases and as the consumer becomes accustomed to looking in a certain place for all of the required information, the necessity will be removed for placing descriptive statements elsewhere than on the 'information panel.' At present the panel is of

There is no finer
Cosmetic Container
than a Karl Voss box



Again

THE TOP AWARD FOR THE THIRD CONSECUTIVE YEAR

MANUFACTURERS AND DESIGNERS OF FINE PAPER BOXES

KARL VOSS CORPORATION

HOBOKEN Division of Shoup-Owens, Inc. NEW JERSEY

THIS

SMART-LOOKING CONTAINER



has a definite part to play in the Sales Strategy of RATH FOODS—

The Basic Purpose: A unique job of Institutional Expression—using the walls of the company's shipping containers as thousands of miniature billboards—BEAUTIFULLY PRINTED.

We urge this additional duty for your containers, because in their sphere of action, which is Distribution—on up to the retail counters, they can be made to out-pull all other forms of Publicity. The cost is insignificant—less than you think.

If you are planning a NEW MARCH to BETTER DISTRIBUTION with a RESTYLE PROMOTION—give some thought to the value of finely-printed corrugated cartons and displays. And don't miss the refreshing experience of using your shipping container for promotional duty.



With this advertisement we salute the Corrugating Industry, which we have served with designing and fine rubber printing plates for decades.

JAS. H. MATTHEWS & CO.

Plants in Pittsburgh, Philadelphia, New York, Chicago, Boston, Detroit, Newark

We made the rubber printing plates for this finely printed container of the Rath Packing Co.

greatest value in the case of those understandardized products for which a label statement of ingredients must be given.

The subject of external corrosion of metal containers was discussed by both C. L. Smith of Continental Can Co., Inc. and K. G. Dykstra of the American Can Co. Mr. Smith said in part, "Because of the present highly competitive canned foods marketing condition it is necessary for a canner to make his deliveries in cans which are bright and attractive in appearance. Many canners have had the experience of having shipments rejected entirely or subjected to discount because of the external appearance of the tin container. The entire change of the marketing process during the past decade has made it imperative that the cans be attractively bright, and yet, at the same time, this change has made it increasingly hard to present shiny cans due to the long holding periods between production and distribution.

"In order to discuss the control of external corrosion, we must first understand that tin plate is a thin sheet of mild steel covered with a very thin protective coating of tin. In this protective coating are occasional pores, very minute in size, that leave exposed the steel base. "Under certain corrosive conditions the steel base plate is attacked; under other conditions the tin itself is affected—both types of attack tending to produce an unattractive package.

"Rusting of empty cans in storage has, in most instances, resulted from poor storage conditions such as leaky roofs, broken windows, etc. In these cases, the cure is apparent.

"Rusting of can covers may also be experienced, especially when the covers are stacked in the humid air of the canning room or, more precisely, near the closing machines where they are subjected to wetting from spillage of brines and acid fruits, or more particularly from water during the clean-up period. The paper-covered rolls retain moisture for some time and such conditions are, of course, very conducive to rust formation. Storage of cans in locations near the sea coast presents a somewhat greater rusting problem, because of the high humidity and the corrosive nature of moist salt air.

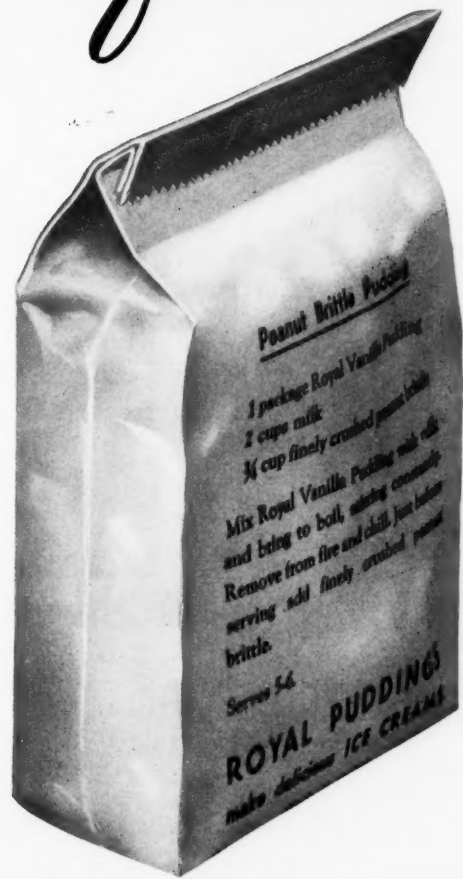
"It may seem peculiar that the nature of the product being canned may affect the external as well as the internal corrosion of tin cans. Acid products such as pickles, tomato pulp, etc., are frequently closed hot and inverted for air cooling, the heat of the product at closure being depended upon to sufficiently sterilize the inside of the container. Naturally some spillage during filling and closing is to be expected and, if the cans are not properly rinsed, adhering material may attack the tin plate leaving exposed areas.

"There are several types of corrosion that may occur during the processing of cans. Some are peculiar to pressure processes, others are common to both pressure and open bath processes. One of the most common attacks on tin cans during the process is that due to naturally corrosive waters, if the cans are processed in open kettles or under pressure in water. Similarly,

Equitable



INNER BAGS
pack ROYAL PUDDING
Top Award Winner
in the ALL-AMERICA



Standard Brands, Incorporated, chooses Equitable bags. Equitable holds a unique position in the paper bag industry. We run our own paper mill, control every step from pulp to finished product! This means Equitable bags are **consistently** uniform, and consistently high in quality. It means coordinated production and speedy deliveries. Finally it means the elimination of middleman costs, and we pass the savings on to you!

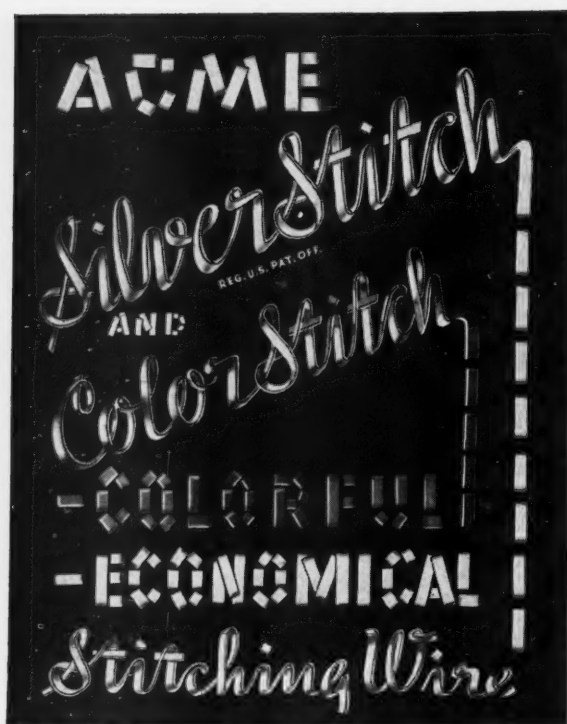
● **BRING US YOUR PACKAGING PROBLEMS** ●

Equitable maintains a capable Research Division, made up of packaging experts. We'll create a bag for your own particular needs,—advise you on paper stock, size, type of bag, right down to working out the actual design and color for your imprint.

EQUITABLE PAPER BAG COMPANY, Inc.

47-00 THIRTY FIRST PLACE, LONG ISLAND CITY, N. Y.
 PAPER MILLS: ORANGE, TEXAS

MANUFACTURERS OF ALL TYPES OF
 PAPER BAGS, ENVELOPES, SACKS, ETC.



- Maximum economy, efficient production and improved appearance of the carton or box can be obtained by using Acme stitching wire. Silverstitch (galvanized) and Colorstitch (in any standard color) eliminate the unnecessary expense and difficulties frequently experienced with ordinary stapling wires.

Both Colorstitch and Silverstitch are furnished in one-piece coils for continuous, non-stop stitching. Reloading time is reduced more than 50%. More boxes can be stitched per day.

ACME SILVERSTITCH, uniform in size and temper, provides staples that stay tight for the life of the container. Special Acme galvanizing assures durability, rust-resistance and attractive appearance. Mail the coupon for free sample coil.

ACME COLORSTITCH is used by numerous concerns to improve the appearance and sales appeal of their packages. Available in all popular colors, this new stitching wire will blend or contrast, as desired, with the printed colors of the carton itself. Colorstitch is made in all standard flat stapling wire sizes—may be used satisfactorily on all carton stitching equipment—color will not chip or peel. Write for sample color card.

ACME STEEL COMPANY

2843 Archer Ave., Chicago, Ill.

BRANCHES AND OFFICES IN ALL
PRINCIPAL CITIES



ACME STEEL COMPANY
2843 Archer Avenue, Chicago, Illinois

- ☐ Send a FREE 5-lb. coil of SILVERSTITCH, size.....
☐ Send the COLORSTITCH sample card.

Name.....

Address.....

City..... State.....

condensates which accumulate during the process have a detrimental effect on the appearance of the tin can if corrosive substances are carried over from the boiler. Waters naturally alkaline will attack the tin surface if alkalinity alone is the offending agent, and may also attack the exposed iron if large quantities of chlorides and sulphates are present. The effect of alkaline waters on the appearance of the can is that of etching, or, as some call it, 'spangling.' This is similar to, but usually much more severe than, the effect of detergents mentioned under grease removal. The etching, or 'spangling,' dulls the appearance of the can, but usually does not result in rusting. If in addition to being submerged in alkaline waters, the can is touching the exposed iron of the crate bottom or side, a second effect is set up that is similar to that in a battery. The tin is electrolytically removed by a process just the reverse of electro-plating. This exposes the iron base plate of the can to subsequent attack by corrosive salts possibly present or to subsequent rust formation.

"Exactly the same conditions are found in the case of corrosive condensates. In this instance, the offending agents are carried over, mechanically, in wet steam from the boiler. Many canners have had this effect demonstrated repeatedly. In both open bath processes and pressure processes in steam, the natural condensate may be augmented by actual carry-over of boiler water containing a high concentration of corrosive alkaline salts. In the case of pressure processes in steam, instances have been observed where this condensate and carry-over would completely cover the lower crate and extend almost halfway up the middle crate in a three-crate retort. The water level in such cases was clearly defined by corrosion of those cans which were submerged.

"This type of corrosion can be controlled in several ways. With open bath processing, if the water is naturally corrosive, the addition of sodium chromate to the water in the retort will greatly reduce the corrosive effect, if not eliminate it entirely. The chromate treatment may not be sufficient in itself to prevent the electrolytic action previously described when the cans are in contact with the iron crate. In this event, lining the crate with wooden slats to prevent contact in addition to the chromate treatment will correct the condition.

"In alkaline solutions the protective action of sodium chromate has been described as forming a protective layer over the tin plate, thus preventing attack. About one tablespoonful of the dry material per kettle will suffice for four hours' run. It is good practice to drain the kettles once every four hours to prevent building up the concentration of corrosive material in the processing bath.

"Most of the canners who process under pressure in naturally corrosive waters can eliminate their troubles by processing in steam. The steam process is more economical and of equal sterilizing value.

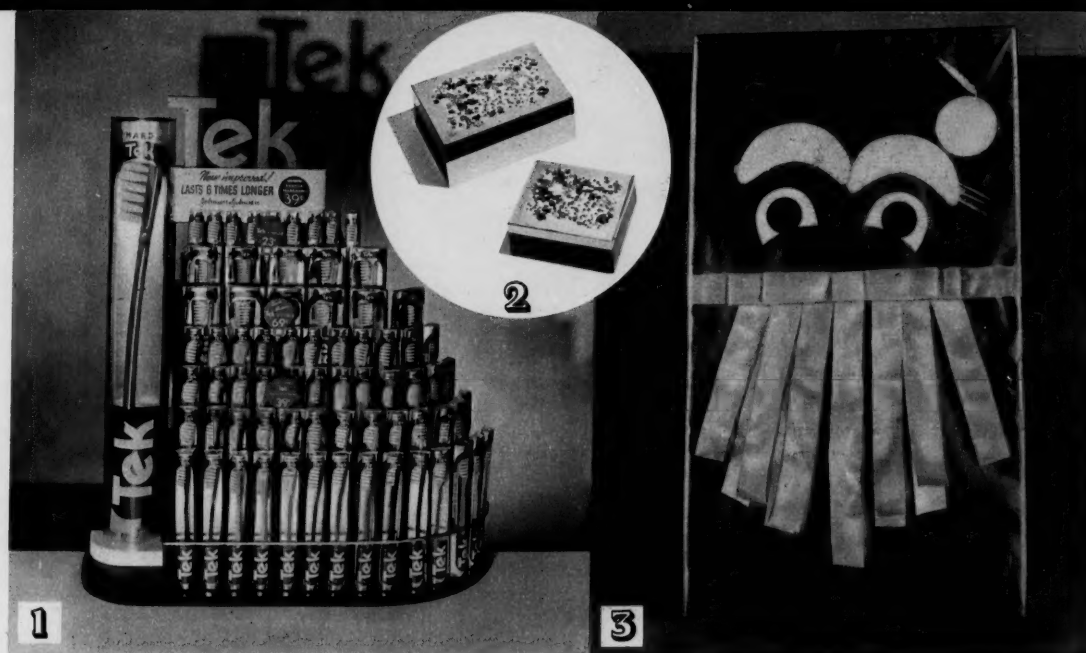
"The accumulation of corrosive condensates indicates mechanical carry-over of boiler waters which have



1940



**... ANOTHER PRIZE-WINNING YEAR
for REYNOLDS METAL
... AND A SALES-WINNING YEAR
for those who use it!**



Another group to join the Parade of Profits! Witness the brilliant developments in modern packaging pictured on this page, all winners of top awards in the 1940 All-America Packaging Competition—each incorporating the inimitable display value and sales power of sparkling Reynolds Metal.

If your product must be shielded absolutely from light—if it must be protected against moisture loss or gain, or against insect infestation—you need Reynolds Metal packaging—the most powerful display at point of sale.

1. Johnson & Johnson, New Brunswick, N. J.
"Tek" Toothbrush Carton and Display.
Winner in Counter and Shelf Display Group.
Carton designed and manufactured by Reynolds Metals Company.
2. Cannon Mills, Inc., New York.
"Golden Treasure" Boxes, manufactured by Old Dominion Box Company, and covered with sparkling Reynolds Metal "Unifol" sold through Louis DeJonge & Company, New York. Winner in Set-Up Box Group.
3. Neiman-Marcus, Dallas, Texas.
"Santa Wraps", Gift Wrapping of Reynolds Metal, sold through Southwestern Paper Company, Dallas. Winner of Special Award.



REYNOLDS METALS COMPANY

ALL-A

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SWIND
SWIND
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of the g

SWIN



When

S

In the
ALL-AMERICA PACKAGE COMPETITION

(SPONSORED BY MODERN PACKAGING)

the orchids go to

MARY CHESS, New York

WRISLEY, New York, Chicago

AND

CHARBERT, New York

IN BOTTLES MADE BY

SWINDELL

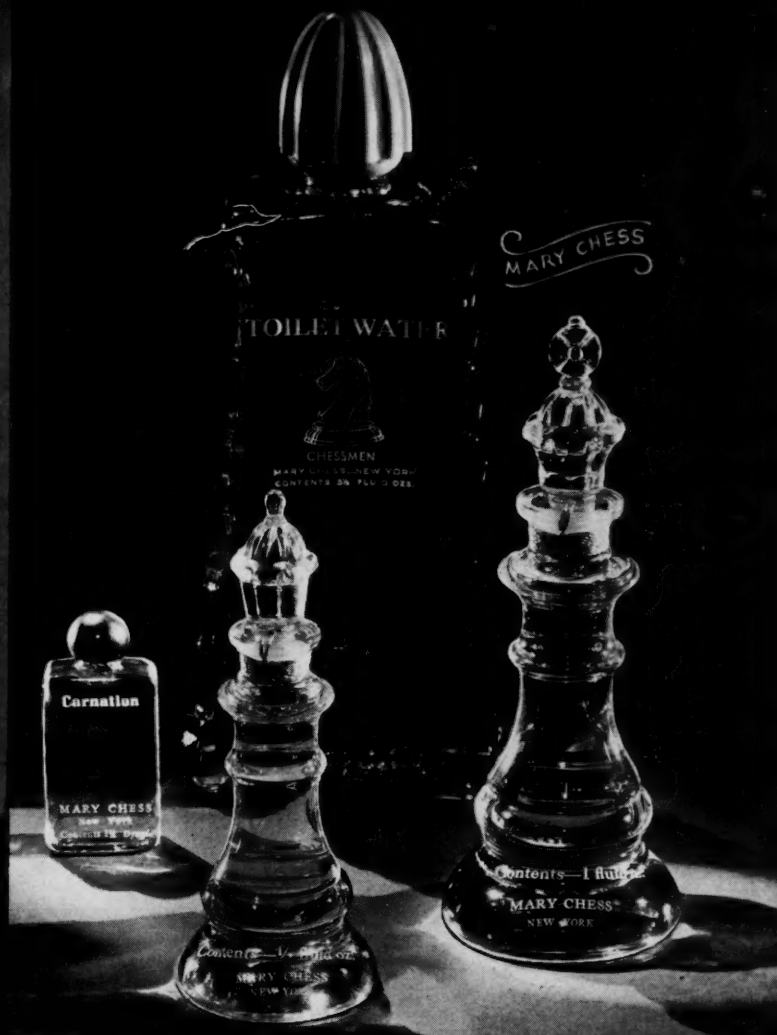
SWINDELL designers will help you create, and SWINDELL craftsmen will produce individual bottles in accordance with the finest traditions of the glass blowers' art.

Write for designs and quotations:

SWINDELL BROS., BALTIMORE, MD.

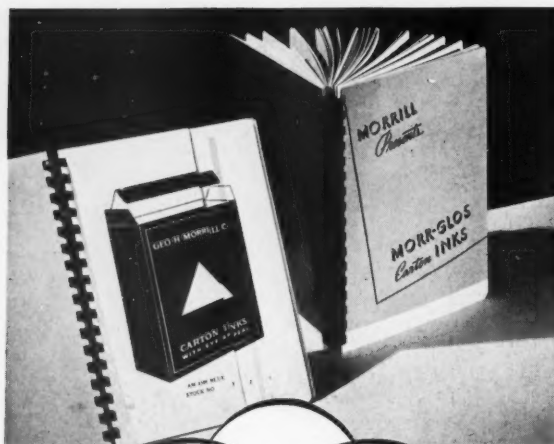
200 FIFTH AVENUE, NEW YORK

ROBERTO ORTIZ, HAVANA, CUBA



When you think of bottles think of

Swindell



a centennial of progress with CARTON INKS

In celebration of our One Hundredth Anniversary, Morrill presents to the industry a series of specialized color books. Specific inks on specific stocks for specific presses! Solve your color and pressroom problems by referring to this particular book or the rest of the series which you may have on request. Essential qualities and characteristics of the inks are identified. Write for any of these which fit your specialty: Morr-Gloss Label inks, Offset inks, Sil-ver Plate inks, Corrugated and Fibreboard inks, Morr-Gloss Carton inks, Cotton Bag and Burlap inks, Halftone Blacks and Process inks.

MODERNIZE WITH MORRILL

GEO. H. MORRILL CO.

Division - General Printing Ink Corporation

100 SIXTH AVENUE, NEW YORK, N. Y.

Boston · Philadelphia · Chicago · Detroit · St. Louis · Fort
Worth · Minneapolis · San Francisco · Los Angeles · Seattle

a high concentration of corrosive alkaline salts. The installation of proper steam separators and water traps will prevent this carry-over from reaching the retorts. Also, the installation of $\frac{1}{8}$ in. petcock in the retort wall below the bottom of the lower crate will prevent any condensate from reaching the cans, providing the cock is open during the process. This, of course, is applicable to pressure cocks only.

"Many words of caution have been written regarding the proper venting of retorts in connection with under processing. The reason for this is that air is a poor medium for the transmission of heat. Air pockets within a retort prevent proper circulation of steam, resulting in non-uniform heat treatment with consequent danger of understerilization. Air is also detrimental from the standpoint of corrosion. Its presence in the retort even for a short time at the elevated temperature of the process will cause rusting. Thus, in improperly vented retorts, pitted and rusted areas on tin cans are likely to be found. In vertical retorts this corrosion usually occurs at the top, while in horizontal retorts, air pockets may exist in almost any part of the retort, depending on the nature of the load and location of the vents.

"In addition to the pitting and rusting, there is an oxidation of the tin surface resulting in a layer of tin oxide of varying thicknesses producing an iridescence not natural to the bright tin.

"These conditions conducive to corrosion can be easily eliminated by proper venting of the retorts during the coming-up period and by venting during the process. After the retort has been closed and the steam turned on, the vent valve or blow-down valve in the top of the retort (preferably in the lid of vertical retorts), should be left wide open until the thermometer reads 215 deg. F. This will allow the incoming steam to sweep out practically all the air. It will, at the same time, allow the retort to come up to temperature in a shorter time. Horizontal retorts should be vented in several locations during the coming-up period. One-eighth inch bleeders should be located at thermometer wells and at the top of vertical retorts. Horizontal retorts should have several $\frac{1}{8}$ in. bleeders along the top of the shell. These bleeders should be wide open during the entire process.

"In certain instances, steam may contain appreciable quantities of oxygen and carbon dioxide, both of which are particularly corrosive at high temperatures in the presence of moisture. However, such conditions seldom are so severe as to be corrosive to tin plate. They can be corrected only by adequate auxiliary boiler equipment such as preheaters and deaerators. In these instances, the services of competent watertreatment engineers are suggested.

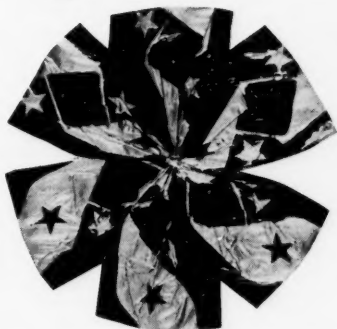
"A condition that is prevalent but one that rarely causes any comment is that known as 'retort burning,' for want of a better terminology. This phenomenon is evidenced by dark stained areas on the ends of cans that are in contact with rust-covered iron crate bottoms during processing. Contact with the crate bottom is

Royalty in Packaging Ties

SAVE TIME AND MONEY USE PRE-TIED BOWS

All the beauty of hand tying at a fraction of the cost.

BO-SEALS



Gums seal on back for instant application. Moisten and apply like a postage stamp. U. S. Pat. No. 2,104,248.

STREAMER BOWS

Beautiful, Moderately Priced
TINSEL, SATIN, TAFFETA

are only a few of the interesting mediums from which Stark Brothers create the smartest packaging ties. We also carry a wide variety of cellophane and plio-film* ribbon ties.

CONVINCE YOURSELF!

Send us one or more of your packages. We shall be happy to glorify them with an appropriate ribbon tie.

*Reg. U. S. Trade Mark
The Goodyear Tire & Rubber Co.



**STOP
THE PROSPECT'S EYE
WITH A RIBBON TIE
THAT'S DIFFERENT!**

ENGRAVED RIBBONS

Add glamour, elegance to your packaging. Many beautiful stock designs to choose from or engraved with your own suggestions.



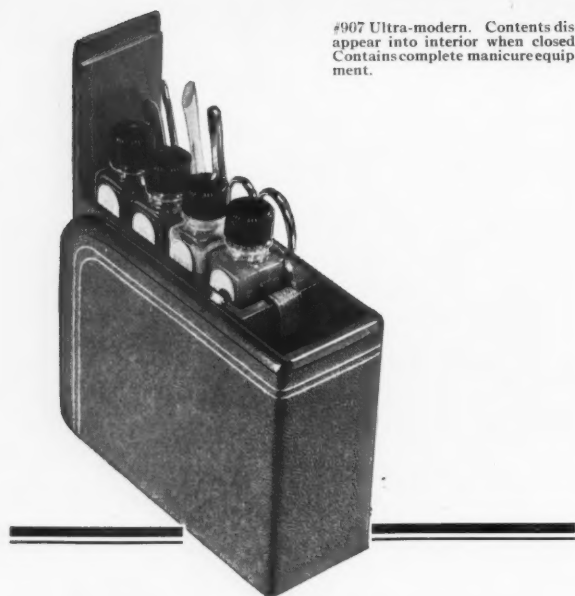
VELVO-PILE

An expensive ribbon—yes!—but also one of the most exclusive, exciting, extraordinary ribbon ties on the market. For products that deserve a personality-plus presentation, we suggest Velvo-Pile ties.



**STARK BROTHERS RIBBON CORP., 352 FOURTH AVE.
NEW YORK, N. Y.**

MARCH • 1940 329



#907 Ultra-modern. Contents disappear into interior when closed. Contains complete manicure equipment.

A Beautiful NEW Gift or PREMIUM!

Every one . . . rich or poor . . . today actively desires a lovely *manicure set* with the new high gloss **ACCENT** polish . . . wants it so . . . that it has reached large fad proportions!

As gifts and premiums, "ACCENT" ensembles are your best bet to ride this wave. They're lovely to look at . . . and ideal to use . . . the famous Henkel-Clauss forged scissors and implements!

The very thought of them will entrance any man or woman! Yet their surprisingly low cost will interest every company considering a fresh, new premium to win redoubled sales of its product!

Write, phone or wire us now for full particulars and our latest catalog with complete price range of *order-pullers*!

#1644G desk set—all walnut base—implements of highest quality forged steel with gold plated handles. Individual names or advertisement can be gold embossed on top panel.



The Henkel-Clauss Co.

Fremont

New York Office: 1107 Broadway

Ohio

essential in producing this condition as evidenced by the design or shape of the stained area. This reaction is a transfer to the tin of the oxygen tied up in the rust, probably electrolytically, causing the formation of tin oxide. The oxidation is similar to that produced in unvented retorts, except that it is much more severe and apparently presents a weakened area susceptible to subsequent attack. Contact with clean bright iron crates will produce no such staining. However, it is probably true that under ordinary circumstances the stained area would not be more susceptible to rust than portions of the can. In view of the fact that contact with rusty iron has been maintained during the coming-up period and the process, it is quite probable that severe abrasion has also occurred at these areas with subsequent removal of some of the protective coating of tin and tin oxide, thus rendering the area more exposed to attack.

"Lining the crate bottoms with sheet aluminum has been found to eliminate this condition. Holes should be provided in the aluminum liner to coincide with the perforations of the crate bottom to insure proper circulation of steam. The aluminum liner prevents contact with the rough iron oxide or rust, thus eliminating both the staining and abrasion.

"The effect of corrosive cooling waters on the external appearance of cans can be considered in three separate lights: (1) as a secondary effect on areas exposed prior to cooling; (2) as a corrosive agent attacking tin plate that has heretofore been untouched by other corrosion; and (3) as a means of setting up conditions conducive to subsequent corrosion in the warehouse.

"The first two actions take place during water cooling, whether the cooling is accomplished in canals, retorts, under sprays or in canal-spray combinations. Many natural waters are particularly corrosive to tin plate, especially when they contain appreciable quantities of chlorides and sulphates. These salts are quite corrosive, and react chemically with exposed iron. To prevent this attack, sodium chromate added to the water at the rate of approximately one pound per one thousand gallons of water used has been found very helpful. The amount required will vary, depending on the analysis of the water. Sodium chromate is effective in alkaline, neutral, or slightly acid waters. When properly used, its probable action of forming an insoluble protective coating over the exposed areas prevents attack by chlorides and sulphates. This protection also remains to an equal or a slightly lessened degree after the cans have been warehoused. Other treatments are equally effective as the sodium chromate treatment but this latter agent is commonly used because of its low price, availability, and ease of addition.

"Slightly acid waters containing appreciable quantities of iron also present corrosion problems. This condition can be corrected by neutralization, followed by chromate treatment.

"Following the general rule of chemical reactions the attack by corrosive waters is accentuated as the

MOLDING AN ALL-AMERICA WINNER!



Gruen watch display package, molded in three pieces of blue Plaskon, takes TOP AWARD in Plastic Container Group - 9th Annual All-America Package Competition.

This highly unusual display package for Gruen watches is molded in three pieces with an ingenious hinge construction that eliminates projecting hinge abutments and outside metal catches. All metal used is concealed under velvet in the interior of the package.

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The package is shaped around the watch. For this reason, the curved package shape was chosen. For the watch to be displayed is the famous Gruen Curvex—"curved to fit the wrist." Through the unique design of this package, this outstanding feature of the watch is displayed perfectly.

Phenomenal increases in the sales of Gruen's CURVEX were apparent after the introduction of the new package. Not only does it display the watch "in action" in showcase or window, but its rich color and smart styling make it an ideal gift package. Add to this selling punch the simplicity and economy of its production, and you have the basic reasons why it won TOP AWARD in the Competition.

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Airtight paper bag with Pliofilm lining heat-sealed by WRAP-ADE. TOP AWARD WINNER—OPAQUE WRAP GROUP.

The unique Flav-o-tainer package, utilizing carbon dioxide to displace air and keep Rival Blue coffee fresh for an indefinite period, requires a heat seal that is absolutely airtight.

This heat sealing is done to the complete satisfaction of the packer and the consumer on WRAP-ADE Heat Sealing Equipment.

The result is a package that affords vacuum can freshness at slightly more than paper bag cost.

WRAP-ADE is proud to contribute its services to another All-America Winner—and wishes to state that the same prize-winning efforts are available for the solution of your sealing problems. Bag-making machinery, utilizing Cellophane, is another of the packaging services offered by WRAP-ADE.

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temperature rises. Warm cooling water requires that the cans be held for prolonged periods in order to be cool enough for casing. When cans are cooled in cold water the intensity of the chemical action is lessened because of the low temperature and the shortened time of exposure. Therefore, the effect of corrosive waters can be minimized by prompt and rapid cooling.

"In certain instances, cooling canal water is chlorinated to reduce the bacterial count. If the water is grossly over-chlorinated, there is a possibility of leaving such a high chlorine or chloride content as to render otherwise non-corrosive or very mildly corrosive water capable of attack on tin plate. It is also possible that chlorine residues may intensify the action of corrosive waters.

"The corrosive properties of cooling water do not disappear as the water evaporates after the cans are removed from the cooling canal, inasmuch as the salts, which are the truly corrosive agents, are left deposited on the cans to continue their attack as soon as sufficient moisture is present to allow them to react. It is therefore desirable that crates be tilted so as to thoroughly drain the water from the cans. The more water that drains from the cans, the smaller the amount of residual salts. This draining should be done outside the warehouse so as not to introduce into the warehouse any more moisture than necessary.

"If sufficient non-corrosive water such as rain water or reservoir water from melted snows is available, it is a good plan to dip crates, which have, of necessity, been flushed in corrosive waters, in this pure water to flush off residual corrosive materials prior to transfer of the cans to the warehouse.

"Corrosion in the warehouse is the most common experience of all. There are more types of corrosion that may take place in the warehouse than at any other point in the production of canned foods. Tin cans may be attacked by rust from (1) casing too cold and too wet, (2) hygroscopic residual cooling water salts, (3) sweating and (4) burst cans. There are a number of other factors which for the most part are too rare to merit consideration at this time. Each major cause will be considered briefly.

"Cans are frequently cased soon after removal from the cooling canal. This is not usually the case with respect to No. 10 cans. Neither does it apply to fruits and similar acid products which should be thoroughly cool and dry prior to casing. The danger of casing cans in corrugated paper or fiber containers at too high a temperature has frequently been stressed in relation to thermophilic spoilage. The usual suggestion is that canned foods subject to such spoilage be cased only when the average temperature of the contents is 100 deg. to 105 deg. F. Casing at higher temperatures than these may be conducive to thermophilic spoilage, due to the insulating properties of the containers. On the other hand, casing at temperatures much lower than these will not permit rapid evaporation of the residual moisture on the can. Consequently, if the cans are cased too cold and too wet, they will not only

Shellmar

SERVICE TO ALL AMERICA

SHELLMAR has only one specialty. That is making more goods more attractive to the American public through the medium of intelligent packaging.

SHELLMAR has become synonymous with the utilization of transparent packaging materials. It pioneered their use in many fields and for years has been recognized as leader in the use and application thereof.

We are grateful to the judges of the 9th Annual All America Package Competition for their selection of SHELLMAR packages as supreme in so many classifications. We feel that Three Top Awards and Five Honorable Mentions are a fitting recompense for the efforts we have expended toward the betterment of American packaging.

Pictures and descriptions of SHELLMAR's Three
Top Awards and Five Honorable Mentions in the
All America are on the following pages. → →

This insert is a specimen of Shell-Glo SHELLMAR lamination of preprinted paper.



TOP AWARD *Progress in Packaging Pickles*

In a package of revolutionary type, designed and produced by SHELLMAR, this unit of Heinz 57 varieties recently made its first public appearance.

"PLIOFILM," printed and specially treated, is formed into a pouch welded on three sides. Into this pouch the desired number of Heinz Sweet pickles are placed. A pre-determined quantity of sweet liquor is automatically added through the top opening. The filled pouch passes along on a conveyor line to special sealing mechanisms where the open lips of the pouch are welded together in a seal that makes the unit liquid-and-air-tight.

SHELLMAR SERVICE



Opaque Wraps *Ferrel Merchandisers Family*

This problem involved a "family" group of packages for a line of quality hose, lingerie and men's wear, presented as samples by the Ferrel direct-to-consumer sales organization. The object was to protect merchandise in transit from the Ferrel headquarters to the purchaser and to create an impression commensurate with the quality of the goods.

SHELLMAR Shell Pax, chosen for the package stability afforded by their rigid back-boards, were created in five standard sizes. Content visibility not being essential, the "Cellophane" package face was made completely opaque with distinctive gold, except for a small clear area around which the Ferrel "open door" insignia was shown in red, black and white.

Created for a new organization, and a new merchandising plan, favorable consumer acceptance has been promptly established, and Ferrel Merchandisers, Inc., report fast-growing sales volume.

Transparent Wraps . .

The sealed pouch is then inserted into a Shell-Pli window carton. Basically an unprinted die-cut aperture carton, the outer surface of this colorful container is laminated with transparent film, pre-printed in a design that makes the unit an informative, self-selling item. That portion of the film carrying the phrase "Heinz Pickles" is registered neatly over the carton aperture to firmly establish this famous name with the appetite-appeal of the visible packaged product.

Consumers are benefited by a price reduction of 20% made possible through the savings in weight, packaging, and container costs effected by this unusual package.



T O A L L A M E R I C A

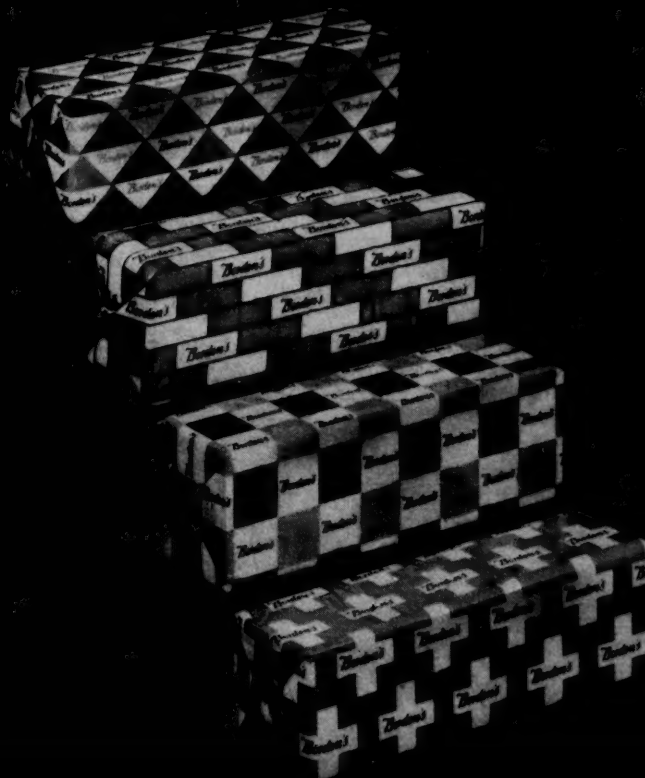
Machinery Division-Class A

Borden's Lakeshire Cheese

Conforming to the modern trend toward mechanical packaging of process cheese, SHELLMAR contributes rolls of coated "Cellophane" for Borden's Lakeshire brand.

The film provided for this delectable food is of a type developed specifically for use with cheese products and is printed with special inks. From this material, moisture-proof, sanitary containers are formed mechanically to later encase two and five pound quantities of liquid product.

Borden's smooth, tasty cheese then solidifies and becomes the attractive loaf that is currently making Mrs. Housewife definitely Lakeshire cheese-conscious.





◀ HONORABLE MENTION - Folding Cartons *Edgeworth Christmas Cartons*

Designed to represent a snow-bound, log-cabin inn, this Christmas carton for Larus & Brother Company's well-known Edgeworth Smoking Tobacco derives its perfect expression of holiday cheer no less from a colorful, well-executed design than from the sleek gloss of its laminated film.

Printed in reverse by SHELLMAR's Colodense process, cellulose acetate film was smoothly laminated to plain carton board to afford a sparkling, satin smooth, soil-and-scuff-proof finish—an example of the way in which SHELLMAR designers are able to supply precise answers to specific packaging problems.



◀ HONORABLE MENTION-Transparent Wraps *Nordic Fillet & Scallop Wrappers*

The problem presented was to produce a transparent wrap for Atlantic Coast Fisheries Corporation's quick-frozen fish that would stand up at sub-zero temperatures, furnish efficient protection against dehydration or other quality-impairing hazards of storage and transportation, identify the product, and commend it to the favorable attention of shoppers.

Once the correct film was selected, a bracing design in clean, sharp, blue and white, suggestive of salt sea and spanking breezes, supplied the necessary elements of beauty and identity.

In this instance, protective transparent wrappers and ocean-fresh sea food formed a shopper-stopping combination that is netting greater customer interest and consistent satisfaction.



◀ HONORABLE MENTION-Transparent Wraps *Nonefiner Marshmallows-Henry Heide, Inc.*

Here the objective is more than the mere display of marshmallows. The design on "Cellophane" is intended to convey, even more than the marshmallows themselves, the idea of a light, delectable confection.

The dainty blue-and-white design has won increased preference among consumers familiar with the bright red diamond trade-mark which confers the prestige of the Heide line upon the package.



◀ HONORABLE MENTION - Opaque Wraps *Bohack Baked Ham*

SHELLMAR versatility in the utilization of methods and materials is manifest in Bohack's Baked Ham wrapper.

With the exception of narrow strips purposely left clear, transparent film is rendered completely opaque by a design printed in reverse. The colorfully designed wrapper is applied printed side down so that the effect of the gold background is enhanced by the gloss of the unprinted side of the "Cellophane."

As a wrapper for a special cooked and smoked ham, selling for about 50% more than regular hams, Bohack have found this SHELLMAR creation a competent sales-getter, fully expressive of the quality of the product.



SHELLMAR
PRODUCTS COMPANY
MOUNT VERNON, OHIO

224 So. Michigan Ave.
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carry more water into the carton than the paper can readily absorb, but they will also remain wet for a considerable time, providing moisture necessary for the formation of rust. This rust will be most noticeable at the double seam where fracture and abrasion have removed a great deal of the protective tin coating.

"During the discussion of corrosive cooling waters, it was pointed out that one of the manners in which these waters attacked tin plate was by leaving hygroscopic residual salts on the can after the water had evaporated. As the water evaporates, it tends to separate itself into little pools, and at last completely evaporates, leaving in these little spots residual salts, potentially corrosive, but rendered impotent by the absence of moisture. These salts have the ability to pick up moisture from the air if the humidity is rather high, much as table salt will become damp and will cake on humid days. These salts absorb moisture sufficient for corrosive attack long before visible sweating will occur. It is therefore not uncommon to see rust spots around the edges of residual corrosive salt deposits. Maintaining low humidity conditions will effectively prevent any action from taking place. Additional protection is afforded through the use of sodium chromate or similar agent in the cooling water.

"Sweating of cans is the most common cause of rusting in the warehouse. Cold cans condense moisture from warm humid air in the same manner as a glass of ice water. Sweating can be prevented by proper control measures. This involves suitable facilities for heating, circulation and ventilation around the stacks, together with an understanding of the conditions which tend to produce this condensation. An instrument known as a psychrometer, which consists of a wet and dry bulb thermometer, may be used to determine when adverse conditions prevail. The determination is made through measurement of the relative humidity both indoors and outdoors. By use of this instrument the canner can tell whether to open his warehouse doors and allow warm dry air to blow through the warehouse, or whether to keep the warehouse carefully sealed against moist warm air. This instrument also enables him to determine when it is desirable to start circulation fans with or without heat. It must be kept in mind that the same cartons which so effectively retain heat in cans also prevent the cans from warming up readily once they are chilled. With this in mind, stacking in small blocks, with circulation space entirely surrounding the blocks, is of utmost importance.

"In the construction of warehouses, such points as construction material, floor space, floor level, insulation, heating and ventilation should all be carefully considered in their relation to the suitable control of atmospheric conditions for the prevention of sweating.

"Canned foods from warehouses that are cold, frequently sweat during shipment. Canned foods may be chilled in transit. If the ultimate destination is in a warm humid climate, sweating may occur. The use of insulated trucks or freight cars will effectively guard against this possibility. Cans may be warmed prior to



LUSTEROID'S unbreakable quality makes it ideal for packaging and sampling purposes. Its resilience is positive protection for whatever contents: drugs, cosmetics, petroleum products, small objects, etc., you entrust to its care. Packing and shipping costs are cut down by the elimination of heavy wadding and padding. Breakage is, of course, non-existent.

LUSTEROID is the colorful cellulosic material that houses, in tubes and vials, so many leading products. It is extremely lightweight, and its unbreakability allows of thin-wall construction that could never be achieved safely in other materials. Labelling is an integral part of the manufacture of LUSTEROID containers, which means saving on printing, paper, pasting.

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shipment by the use of hot air blasts during labeling.

"A certain loss is sustained every year by canners as a result of damage from burst cans. Such damage can be kept to a minimum if the surrounding cans are promptly cleaned and dried. Generally, any material leaking from cans is quite corrosive to tin plate since it usually consists of fruit acids or salt brines. Sugar solutions will retain moisture and, therefore, are an aid to rusting. When cans are leaking, damage to other cans will spread rapidly due to the rapid corrosion which takes place in the presence of air. For example, one burst can may completely ruin a large block of merchandise by attacking other cans from the outside. When air is admitted to the product these cans will either burst or rust open, spilling more acid and sugar on more cans, etc., until in time the entire stack is demolished.

"Stacking in small piles to permit frequent inspection, together with prompt reconditioning will save considerable loss. Other causes of corrosion in warehouses may include leaky roofs, broken windows, low floor levels and unsuitable label adhesives."

Mr. Dykstra, discussing the factors influencing the external corrosion of tin cans said, "Although a considerable number of factors are involved in the corrosion of metals, only a few of these, namely, oxygen, moisture, temperature, and hydrogen ion concentration (pH or effective acidity), are of particular interest in connection with external corrosion of tin plate containers. Of these four, the presence of oxygen and moisture are outstanding factors in corrosion, and may be said to be essential for ordinary rust formation. In certain cases of rust formation, temperature and hydrogen ion concentration (effective acidity) are factors that must be considered along with moisture and oxygen. In all cases of external rust that may be encountered by the food packer, the effective control measure will prove to be simply the control of one or more of the four aforementioned factors. In most instances these control measures are simple and can be considered merely as good packing techniques.

"It is the purpose of this paper to point out some of the most common conditions responsible for the external corrosion of tin containers, and to suggest methods for their control.

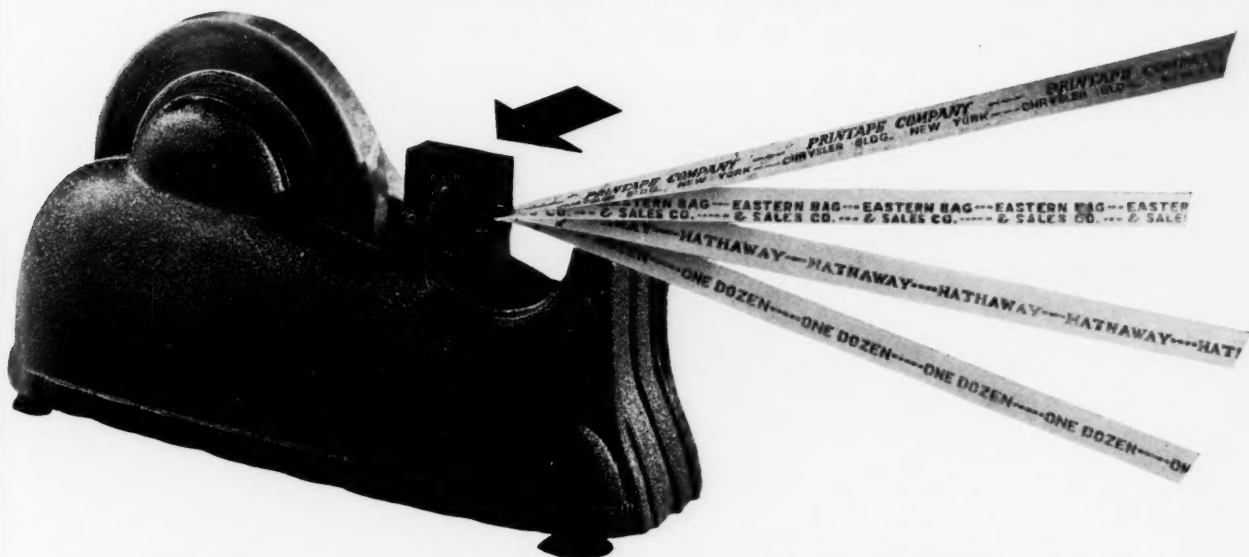
"Oftentimes container corrosion occurs which can be directly traceable to one or more phases of plant operation. This may be a result of overlooking some simple precautionary measure or possibly of improper adjustment or operation of equipment. A brief discussion will be given of some of the more common causes of corrosion that fall under this category, and the relatively simple precautionary measures that must be taken to safeguard against occurrence of corrosion from these sources.

"In the canning of acid fruits and juices and products requiring strong salt brines, a condition is present which is very favorable to the formation of external rust or corrosion. Even with well controlled filling and syruping operations there will be a small amount of

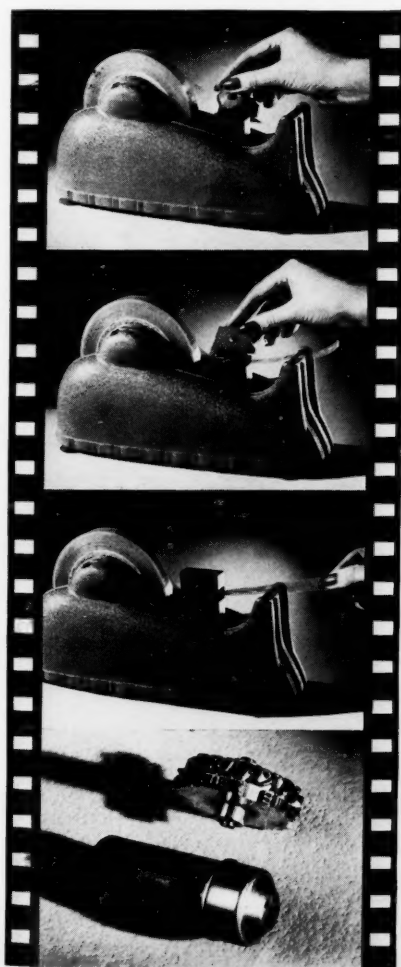
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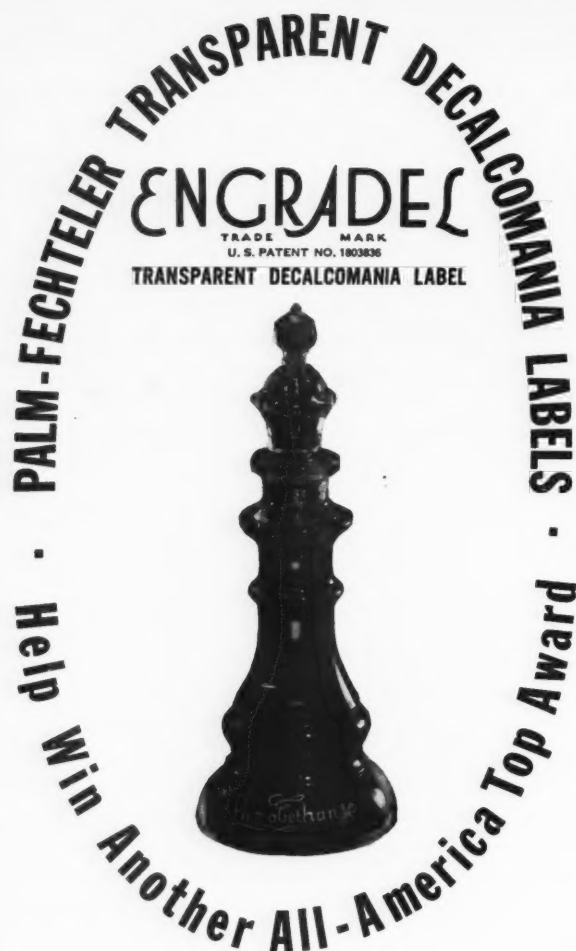
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spillage which continues to accumulate about the fillers, conveyors, and closing machines during the operating period. Thus the bottom rim of the can and portions of the can body are almost constantly exposed to this spillage. If such cans are processed and cooled without further treatment, one of the following conditions may result:

"First, with fruits and fruit juices requiring a boiling water process or merely water cooling, the fruit acid is constantly being carried into the processing tanks and cooling tanks which results in a considerable increase in acidity of the processing and cooling waters. This increase in acidity is very conducive to the formation of rust on the exterior of the can. If salt brines are used, a similar increase in salt concentration will occur in the processing and cooling waters which is also very conducive to rust formation.

"A second possibility occurs with canned products requiring steam pressure processes. Any brine, syrup or product residue clinging to the closed cans will, upon processing, become so firmly dried onto the container that a spray or immersion cool may not be entirely effective in removing the stain. If no further damage occurs, the least the packer has to contend with are unsightly greyish-white, brown or black stains on a high proportion of the cans packed. However, experience has indicated that these stains may result in rusting or corrosion at those spots on the cans during storage. It is rather difficult to explain the reason or reasons for this phenomenon. However, one logical hypothesis can be offered. The nature of the staining material may be such that it is quite hygroscopic. Consequently, this material may have the ability to take moisture from an unsaturated atmosphere and create a moist condition in the vicinity of the stain which would be conducive to rusting.

"One specific instance of external corrosion has been directly attributable to residues of hygroscopic invert sugars which had accumulated in the processing tank. Sucrose syrup and fruit acid were carried into the processing tank from the filler and inversion of the sugar to glucose and laevulose occurred in the tank. Of these two invert sugars, laevulose is extremely hygroscopic and in this instance the dry stain picked up sufficient moisture from the atmosphere to cause a rust condition in the vicinity of the stain.

"Fortunately, the corrective measure for this type of corrosion due to acids or salts or hygroscopic residues is relatively simple. This control measure in general evolves itself into providing effective methods for removing the residue on the can when its removal is comparatively easy, which means the removal of the residues before processing and cooling. The general practice followed by most packers, consists of employing a water spray wash which the cans receive as they leave the closing machine. This washing is usually all that is required provided a heavy spray under high pressure (preferably 60 lbs. or more) is directed onto the cans. Attention should also be paid to the can discharge conveyor and table, and other equipment in contact



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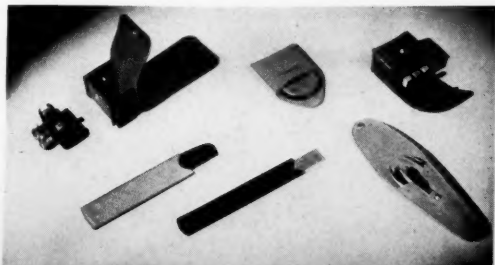
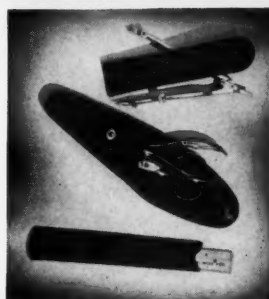
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with the cans after they have been spray washed. Arrangements should be made to keep such equipment relatively free from residue by frequent washing with hoses or other cleaning devices.

"Although a considerable number of food packers employ a spray washer for the closed cans, experience has shown that many of the set-ups are not effective in removing residue from the cans. Careful attention should be given to the location and direction of the spray nozzles so that all parts of the can come into direct contact with the spray during some part of its passage through the washer. If careful attention is given to washing both ends and bodies of cans, as well as to maintaining clean equipment, relatively little difficulty with external corrosion from these causes should be encountered.

"Occasionally, when products are pressure processed, the cans coming directly out of retorts may show discoloration or corrosion in varying degrees. This corrosion is generally caused by the action of the oxygen of air and the steam on the containers. It should be needless to point out that a mixture of steam and oxygen at elevated temperatures presents a condition which is very favorable toward the formation of rust. Rusting caused by this condition is generally characterized by rust development at points of greatest mechanical strain in the tin plate. Rusting will generally appear first on the top and bottom double seams. In the more severe cases of corrosion, it will tend to form on the can end profiles and embossed code marks.

"Naturally, the method of control in this instance resolves itself into correct and efficient retort operation. Rapid removal of air from the retorts by adequate venting during the come-up period is very necessary. Slow come-up periods should be avoided and the retort vent should be open until at least some positive pressure is obtained. It is also advisable to leave one or two bleed valves open during the entire length of process so as to insure against the trapping of any small residue of air in the retorts. The location of the various bleeds in retorts is also of prime importance in order to insure against the trapping of air in retorts. The standard 3-crate vertical retort should have a minimum of two bleed valves; one located in the center of the retort lid and the other located on the thermometer pocket. The various types of horizontal retorts should have from three to five bleed valves spaced at regular intervals along the uppermost portion of the retort body. The number of bleeds will vary with size of the horizontal retorts.

"Occasionally, one may encounter a rather severe rust discoloration on cans coming from the retorts which, on close examination, is not container corrosion but rather a scale or rust deposited on the cans from loosely adhering scale on the bodies of the retorts. Although this condition is not a container corrosion, yet the can thus affected presents an unsightly appearance and will require additional labor if it needs cleaning before being labeled and shipped. It is a comparatively simple matter not only to remove loosely

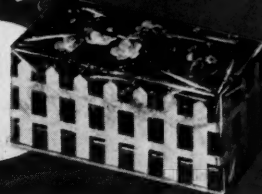
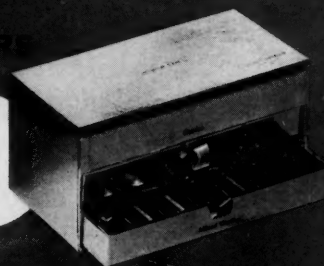
Wallace Paper Box

MANUFACTURES TWO TOP AWARD WINNERS

1. **PATRICIAN GOLD CHEST** for Roman Bath, Mary Chess perfume, is rendered in gold paper to hold the distinctive glass vials of perfume. **TOP AWARD.**

2. **TRANSPARENT FLOWER GARDEN BOX**—the rigid transparent outer container holds a miniature garden complete with picket fence and bottles of *Parfums Charbert*. **TOP AWARD.**

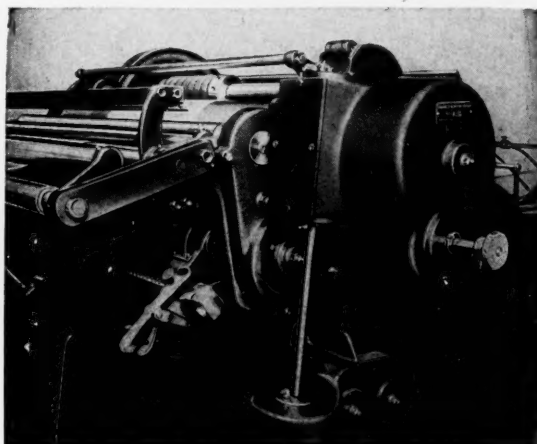
These are only a few examples of the finest box service in the country. Why not avail yourself of it, now.



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adhering scale from the interior of retorts at the start of a season by the use of steel brushes, but also to maintain them in good condition by a small amount of care during the operating season. The small cost of the labor required to maintain the retort interiors in good condition will most certainly be a cheap insurance against container discoloration of this type.

"Occasionally, the processed cans coming from the retorts are in good condition, but upon exit from the cooling canal a rather severe rust condition may be noted in a high proportion of the cans. It is evident that the corrosion has occurred during the cooling period, and that an unusual water condition is causing the trouble. This type of corrosion will usually become apparent first at points where the tin coating has been drawn to the greatest extent. Therefore, it will usually show up first on the top and bottom double seams of a can, but in the more severe cases corrosion will set in on the profile rings of both ends and embossed code marks, as well.

"Factors which influence the degree of this type of corrosion other than the condition of the water itself are the time of the cool and the temperature of the water. For example, with a given water that is known to cause this type of corrosion, an immersion cool of thirty minutes may not cause any corrosion at all. However, should products requiring a longer cool (say 50 to 60 minutes) be cooled in this same water, one may find that a large proportion of the cans will show some degree of external corrosion. Similarly, if in the interest of conserving water a packer employs a higher average cooling water temperature and a correspondingly longer cooling period, one will again find that a high percentage of the cans may suffer external corrosion.

"It has been found that this corrosion during cooling may be closely coupled with the chloride content of the water involved. In general it can be stated that any water with a chloride content in excess of 150 parts per million may be a factor in causing corrosion. This is particularly true when the cooling times are necessarily long. Naturally, the higher this chloride content, the more serious this factor becomes. Considerable trouble has been experienced in this respect by packers in ocean districts who use wells as a source of water. Quite often such wells yield water in which the chloride content runs as high as 300 to 600 parts per million and, as a result, the cans cooled in this water supply exhibit a severe rusting of the double seams and end profiles.

"To correct this condition, the type of correction attempted will depend largely on the concentration of chloride one has to contend with, or in other words, on the degree of corrosion which is occurring. For example, if the water contains chlorides in quantities as large as those mentioned above, one would do well to search for another water supply for the cooling of cans. If the chloride content is such that only occasional rusting occurs, this in all probability can be overcome by making an appreciable decrease in both time and

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Beautiful set-up boxes, an integral part of the unusual Hickock, embody the horses' heads design that identifies the entire line.

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WET SURGICAL DRESSING COMES IN TUBES

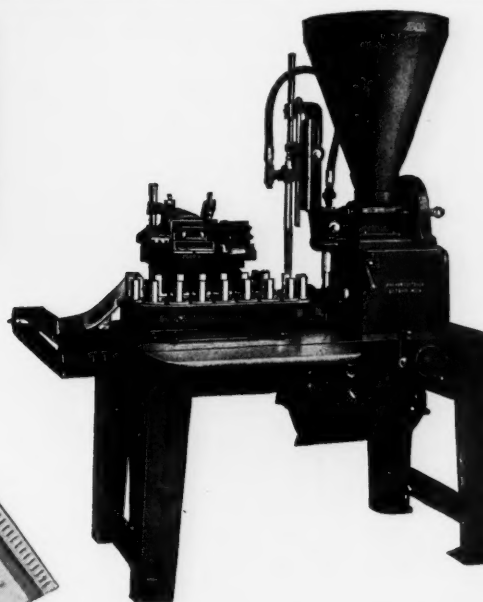
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temperature of the cooling period if such decrease be possible. In stubborn cases which do not respond to this last treatment, or in cases where it is impossible to shorten the cooling period, a method of chemical treatment can be used which will correct the majority of even severe cases of external rusting.

"It is a well-known fact that can rusting becomes more severe in a given solution as the pH (effective acidity) of the solution is lowered within limits and conversely becomes less severe as the pH is raised. Therefore, if cans are rusting in cooling water, a logical mode of treatment would be to increase the pH of the cooling water by the addition of some alkaline agent. Various such agents have been tried among which are di-sodium-phosphate, sodium bicarbonate, sodium silicate, and sodium aluminate.

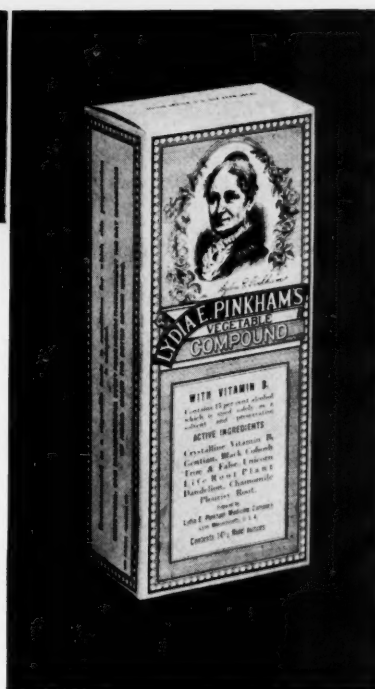
"Experience in the past has indicated that, in most instances of corrosion of this type, effective elimination of corrosion will require the addition of sufficient alkaline agent to increase the alkalinity of the water to pH 9-9.5. On the other hand, if too much of the alkaline agent is added, there is the danger of detinning when unusually long cools are used. This detinning action is not as closely associated with the pH factor as it is with the actual concentration of the alkaline agent, and for that reason an alkaline agent should be chosen which readily brings the water to pH 9-9.5 in dilute concentrations. Since the maintenance of a specified pH value in a constantly changing bath of water requires continuous control and addition of alkaline agents, it is highly advisable for packers confronted with this problem to install a pH control system employing a simple colorimetric testing kit for pH values. This colorimetric test kit, which can be obtained at a nominal cost, employs indicators having color changes within a suitable pH range and has a standardized color chart for comparison and evaluation of the pH.

"The actual test is accomplished very simply. Thymol blue is an indicator having a pH range of 8.2 to 9.6 and will serve admirably for this test. Its color changes from yellow to deep blue as the pH increases and one can be reasonably sure of being in the correct pH range if the test reveals a blue shade (not green-blue). To make the test, approximately a 10 ml. sample is placed in a test tube and one drop of the indicator solution added. The color developed should then be compared with previously made standards or with a color chart and the pH value recorded. Since the desired value of pH 9-9.5 is in the upper blue range of the indicator, it would be rather difficult to determine the pH should an excess of alkaline agent be added to the water. As it is possible that this will occur at times, and since there is danger of detinning in excessively alkaline solutions, it would be well to have a second indicator available which would indicate excessive alkalinity. Thymolphthalein is an indicator having a pH range of 9.3-10.5 with a color change from yellow to blue. A test similar to the above described test should be made using this indicator if excessive alka-

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linity is suspected. A light yellow or colorless test will indicate no excessive alkalinity, whereas any other shade will be indicative of excessive alkalinity and no further additions of alkaline agent should be made until natural dilution will bring the pH into the normal range of 9.0-9.5.

"The method by which the alkaline agent should be added to the water will depend considerably upon the type of construction of the cooling or heating tanks. The alkaline agent is almost always added to the tanks in the form of a concentrated water solution. Naturally, the addition of the concentrated solution is made in such a way that a rapid dispersion is effected throughout the entire tank. If the inlet and outlet of a tank are arranged so that there is a continuous current of water in the entire tank, it is possible to make small but frequent additions of the alkaline solution at the water inlet or inlets and thus maintain a fairly uniform distribution throughout the tank. However, if there are any dead spaces in the tank or if the circulation is sluggish, it is advisable to add the alkaline solution by spraying it over the entire surface of the tank. This can be accomplished rather simply by using a hand sprayer. If it is so desired, a perforated pipe system running the length of the tank can be installed with an overhead tank for the alkaline solution. When starting with a new, untreated tank of water it is always advisable to add by hand sufficient of the alkaline solution to bring the pH up to the desired level immediately, and then allow a drip system to maintain the desired pH level.

"It is rather difficult to make any definite general statement as to the quantities of alkaline agents required per 1000 gal. of water because of the individual characteristics of the water itself, the degree of alkalinity required for control, and the character of alkaline agent to be used. If a packer is experiencing this type of corrosion even though its appearance is sporadic, he would do well to seek laboratory assistance in order to establish the proper corrective treatment for his specific conditions.

"Probably the type of corrosion most commonly experienced in the canning industry is the formation of rust during storage. There are various factors or storage conditions which tend to promote a condition favorable to corrosion, and some of these factors apply equally to the storage of empty containers as well as to the storage of the canned product. In all cases of storage rust, the presence of moisture in contact with the container is the major contributing factor causing the formation of rust.

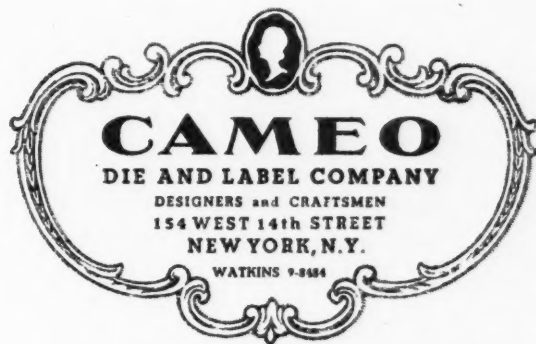
"Excessive moisture in a warehouse may come from one of several sources. Precipitation such as rain or snow may enter through leaky roofs or other openings and cause rusting of the cans in the immediate vicinity. Storage rooms at ground level or subsurface levels usually have moist floors or walls. If cased products are stacked in contact with such walls and floors, sufficient moisture may be absorbed by the case to cause rusting of the cans which are in contact with the

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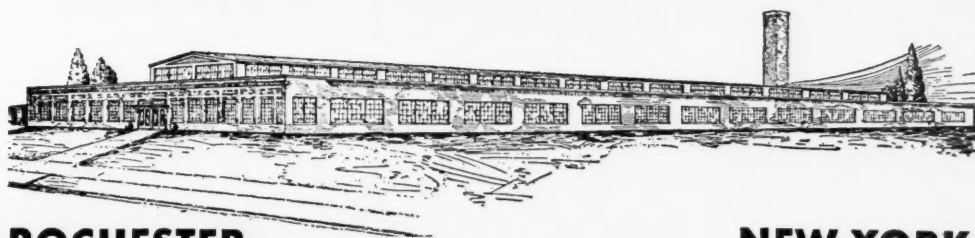




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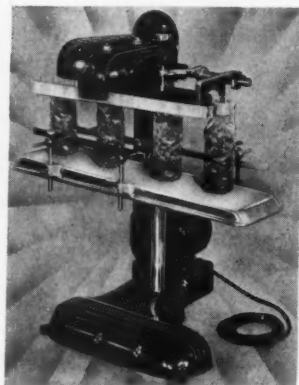
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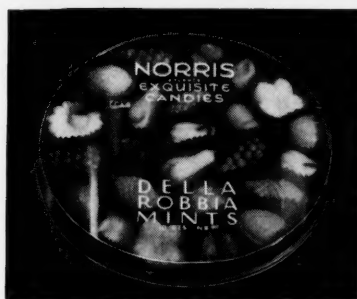


case. Inadequate floor drainings and defective plumbing may also be the cause of considerable rusting.

"Probably the biggest single factor that the packer has to contend with in prevention of rust during storage is 'sweating' or condensation of moisture on the surface of the cans. Sweating will occur when the cans and contents are at a lower temperature than the surrounding atmosphere and the atmosphere has a fairly high relative humidity. Thus one can see that conditions favorable to sweating are a fairly large temperature gradient between the cans and atmosphere and a high relative humidity. Sweating will always occur when the temperature of the cans and contents is sufficiently lower than the atmosphere so that the atmosphere in contact with the cans will reach the dew point or the point of water vapor saturation.

"Since sweating is dependent upon temperature gradient and the relative humidity of the atmosphere, effective control measures would require the control of one or both of these factors. The control of relative humidity would require rather expensive air conditioning set-ups which would not be practical in most instances. Therefore, careful attention is focused on the control of temperature in storage rooms as a means of preventing sweating on cans. Since cans will sweat only if their temperature is lower than that of the surrounding atmosphere, then the maintenance of the cans at a temperature higher or the same as the surrounding atmosphere will obviate any tendency toward sweating. It is not practical, possible, or under some circumstances desirable to maintain the cans at a higher temperature for continued storage, but the atmospheric temperature can be readily controlled so as to maintain a fairly even temperature during storage. When it is desirable to change the warehouse temperature to a higher level, this transition should be made gradually so that the canned product will not be exposed to a sudden increase in atmospheric temperature. For example, the average warehouse temperatures during the winter months will normally be considerably lower than outside temperatures during the spring, and it is necessary that an increase in storage temperature occur sometime during the spring season. If this transition is made suddenly by opening all doors and windows, the higher temperature combined with the humid condition prevailing in the spring will almost certainly cause a severe sweating of the cans and will thus result in considerable formation of rust.

"There are a few other factors to consider when storing canned foods, one of which is residual water on the cans after the cooling operation. The necessity of maintaining sufficient heat in the cooled can so that the cooling water adhering to the cans is quickly evaporated is generally recognized. If the cans are overcooled, a film of moisture may remain in contact with the can for a sufficient period of time to cause severe rusting. This is particularly true when the cans are stored in cases. Precautions such as tipping the crates to drain off most of the moisture entrapped by the double seam of the can are very worthwhile. Properly cooled cans



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should have an average temperature of about 100 deg. F. This temperature can be closely estimated by thoroughly shaking a cooled can and judging its warmth against the arm or cheek. If the can feels just slightly warm to the touch, it can be considered properly cooled.

"For the sake of completeness, several other causes of external corrosion might be mentioned. Packers operating in districts adjacent to the oceans may also have an added corrosion hazard. The salt spray coming from sea water has an unusually strong corrosive action on tin plate, and canned foods stored in districts affected by salt spray must be well protected from this spray if corrosion is to be avoided. Storage space should never be near any source of corrosive fumes or gases such as sulfur dioxide, hydrogen chloride, etc. In the past there have also been a number of instances of rusting of canned foods in storage which were traced to the use of wooden cases made from shook containing 15 or more per cent moisture. Shook having this high a moisture content will invariably cause rusting of the portions of the cans which are in immediate contact with the cases.

"In a summation of factors involved in preventing corrosion of tin containers during storage, the following points should be given careful consideration in the storage of empty as well as full cans: (1) A dry and properly sheltered storage space. (2) Uniformity of atmospheric temperature in the storage space. (3) Proper ventilation.

"Since filled cans respond to temperature changes much more slowly than do empty cans, they are more apt to sweat and consequently develop external rust than will empty cans. Therefore, rigid control of storage conditions is much more important in the storage of filled cans than it is in the storage of cans which are empty.

"In conclusion, it can be stated that external corrosion of tin containers is a problem that most packers of canned foods have experienced at one time or another. Measures for the control or elimination of this corrosion are usually quite simple once the definite cause of the corrosion is known. For convenience, the different types of corrosion can be empirically classified according to their occurrence as follows: (1) Corrosion attributable to general plant practices. (2) Corrosion due to unusual water conditions. (3) Corrosion in the warehouse. Each of these above types of corrosion has been discussed with respect to its mode of formation and methods whereby it can be controlled.

"A packer confronted with a corrosion problem should first attempt to ascertain the cause of the trouble. This can usually be done by eliminating one by one all the possible causes of external corrosion. Fortunately, most of the control methods resolve themselves into a rigid adherence to present-day accepted canning and storage practices with which every packer is familiar. It is only in the unusual cases of corrosion that specific corrective measures must be taken in order to eliminate the condition."

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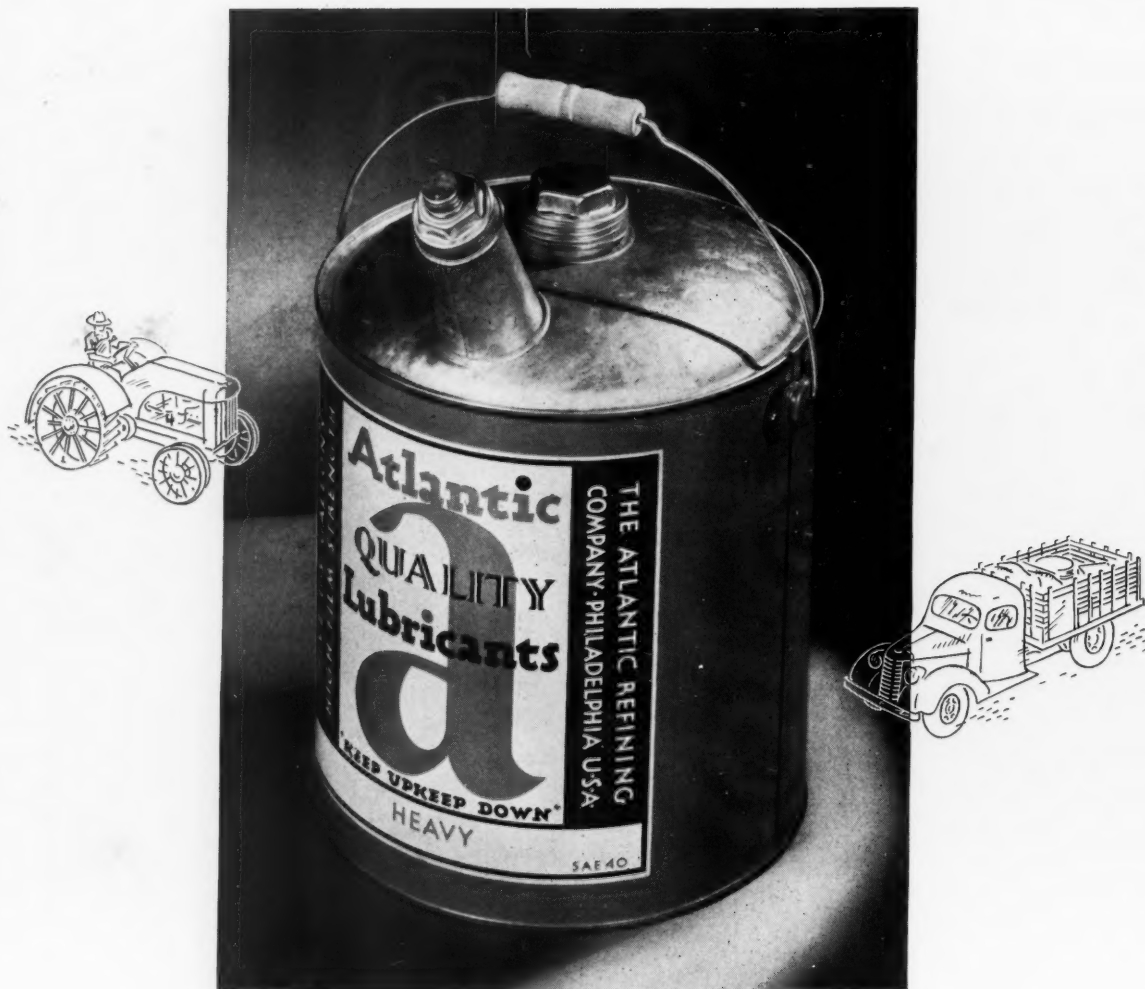
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MODERN PACKAGING

BRESKIN PUBLISHING CORPORATION
CHANIN BUILDING • 122 E. 42nd St., New York, N.Y.

MARCH • 1940 355



TOP AWARD • METAL CONTAINERS • 1939

AWARD TO: The Atlantic Refining Company

MADE BY: Owens-Illinois Can Company

Owens-Illinois Can Company takes pride in having been associated with The Atlantic Refining Company in the creation of their container for lubricants—winner of the top award in its division. Its re-use value to farmers and car owners as a container for fuels, oil, and water offers buyers extra value that wins sales.

OWENS-ILLINOIS CAN COMPANY
TOLEDO, OHIO

NEW HONORS FOR DUREZ! Plaque denoting top award in the plastics container group of the 1939 All-America Package Competition for the molded Durez case, shown above, with Torkflash Tension Wrench made by Blackhawk Manufacturing Co., Milwaukee, Wis. Case molded by Eclipse Moulded Products Co.



Another Prize Package—in Durez!



THE AWARD-WINNING CASE is molded in two pieces, the top being bright red Durez plastic to contrast with a lustrous black Durez base. Contours to fit the wrench and hold it snugly in place are molded right into the case.

THE BLACKHAWK MANUFACTURING COMPANY knows how to make a good product—and how to merchandise it! Its Torkflash Tension Wrench was called "one of the five important automotive developments of 1939." And the handsome Durez plastic case in which it is packaged is top award winner in the plastic container group of the MODERN PACKAGING All-America Package Competition!

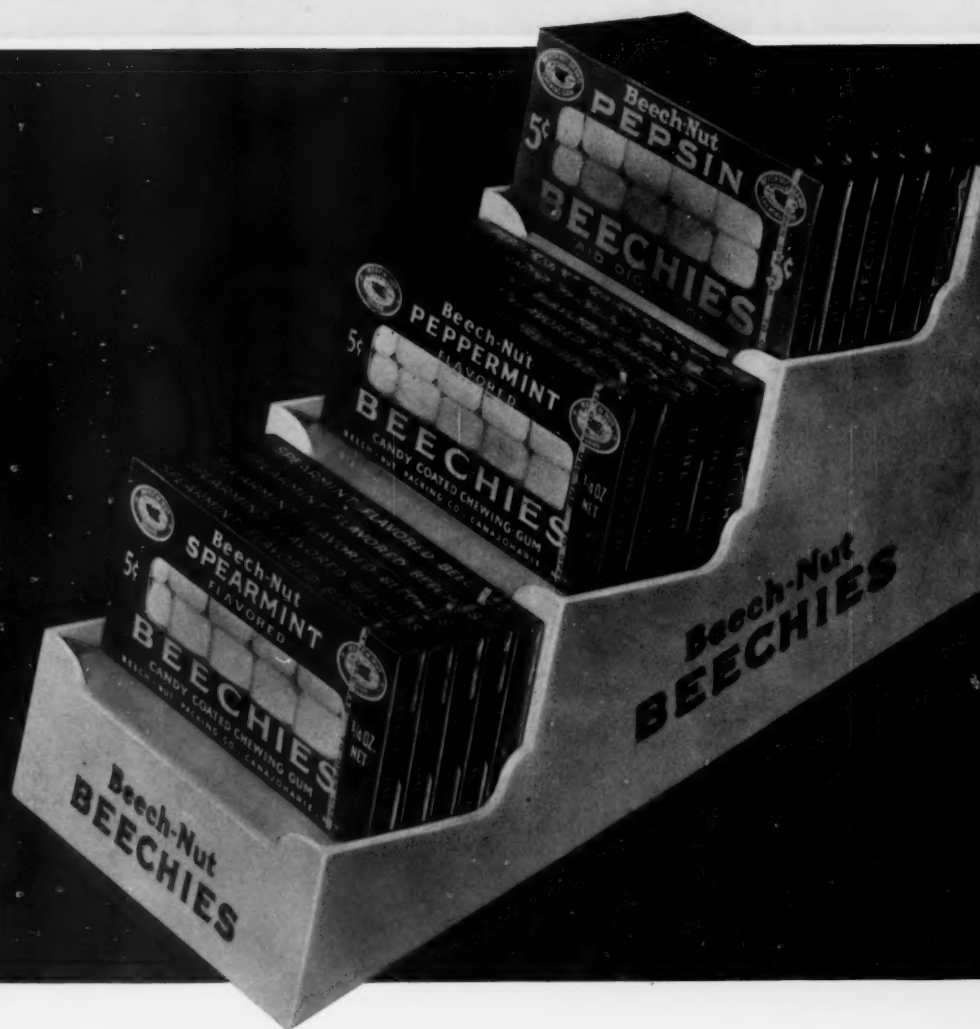
In this striking package, outstanding utility has been combined with highest sales visibility. The sturdy Durez plastic case protects the delicate instrument against hard shocks. The lustrous red and black surface is pleasing to the eye and touch. And the product name is molded into the lid for instant identification without disfiguring tags or labels.

From the time it was introduced this unusual Torkflash-Durez combination has enjoyed tremendous demand. Its remarkable success proves anew that there is practically no limit to the ways you can use these modern plastics to promote a good product! For more information, write Durez Plastics & Chemicals, Inc., 603 Walck Rd., North Tonawanda, N. Y.

DUREZ PLASTICS & CHEMICALS, INC.

PLASTICS THAT FIT THE JOB

Beech-Nut SETS THE STAGE FOR SALES WITH BEETLE



HERE IS a display retailers everywhere are glad to have on their counters! They know that consumers are attracted by its brilliant color—and that the desired merchandise is quickly and easily selected.

They appreciate its smart, decorative appearance, its light weight, and its sturdy, compact design.

They know it can be used continually and will keep its neat, clean appearance indefinitely through the use and abuse of constant handling.

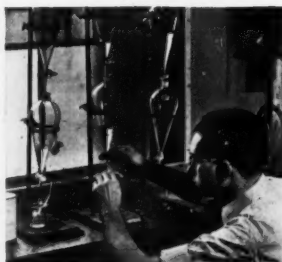
And they know **IT SELLS MORE "BEECHIES!"** Let us show you how **BEETLE*** can give your product's sales a boost with a permanently attractive, serviceable display sign or package. We will gladly assist you in

design and color selections. Write us for full information.



BEETLE PRODUCTS DIVISION OF AMERICAN CYANAMID COMPANY
34 ROCKEFELLER PLAZA, NEW YORK, N. Y.

*Trade-mark of American Cyanamid Company applied to urea products manufactured by it.



RESEARCH ON PLASTIC PACKAGES

Research, testing and the practical adaptation of plastics to special packaging needs are part of a service provided by the Stamford Research Laboratories of American Cyanamid Company for the benefit of users of **BEETLE**. When you specify **BEETLE** for any new packaging job, you are assured by this service that it will meet your every requirement.

Beetle

IT'S ALL COLOR AND IN ALL COLORS